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PECULIARITIES OF TRAINING FITNESS SPECIALISTS - WORLD EXPERIENCE, PROBLEMS AND PROSPECTS

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Abstract. *The publication reveals the specifics of training fitness specialists in the countries of North America, Europe and Asia. Identified problems and ways to solve the training of the specified specialists.*

Keywords Fitness. Specialist, physical culture, sport, university.

Topicality. One of the most important tasks for improving the health of the population is the search for new forms, means and methods that would fundamentally change the system of training health fitness specialists and make it maximally meet the conditions and requirements of professional activity for the health of the population by means of physical culture [1,2, 3,7]. It is important to study and generalize the experience of foreign countries that are leaders in the field of health fitness and have centuries-old experience not only in the creation and management of fitness clubs, development of health programs of classes, construction of special equipment, simulators, but also in the development of an effective system of professional training of specialists [2].

The aim of the study: To build an effective system of professional training of fitness specialists, it is necessary to identify progressive ideas of foreign experience and their comparative analysis. The achievement of this goal is facilitated by the results of research aimed at a comprehensive objective study and analysis of world experience.

Methods.The following research methods were used in the study: theoretical - a systematic analysis of special scientific literature on the problem was carried out; praxisymmetric - the study of statistical, educational and methodological documentation was carried out.

Research results: It should be noted that foreign countries (the USA, European countries, Japan, etc.) have developed their own system of training and training of fitness specialists, which is closely related to the technology of health work. This technology is strictly specified by type of activity (organizational, managerial, consultative methodical, teaching, etc.) and corresponds to the content of the profession [2].

One of the important areas of professional activity of fitness industry specialists are consultants of a healthy lifestyle and body weight control [4, 5, 6, 9]. The activities of such specialists are not only aimed at solving an important social task - the formation of a culture of health, but also at an individual approach to those who want to improve their physical condition, recommending them certain fitness programs and, most importantly, accompanying clients during of the entire period of classes, to constantly make corrections in the process of classes [8, 12, 13].

Another group of fitness specialists - testers, is designed to assess the level of health, to screen the health and physical fitness of clients of fitness clubs [10,11].

Let's consider in more detail the peculiarities of the training of fitness specialists in the USA, Europe and Asia. The leading place in the system of training specialists in health fitness in foreign countries is occupied by the USA. The reason for this was trends in social life, demographic changes

and the influence of mass media aimed at the formation of a healthy lifestyle [14, 15, 17].

In universities, the number of students studying in programs to prepare for the next job as a physical education teacher in educational institutions began to decrease sharply. And this trend is also observed in Ukrainian institutions of higher education. Even the very term "physical education" has undergone a transformation. In the vast majority of cases, it is replaced by the term "fitness" if we are talking about a health-oriented focus, or "sport" where competitive activity is considered. In accordance with this, the name of the faculties is changing: the faculty of motor activity, sports sciences, kinesiology, fitness, recreation, health promotion, physical fitness and many others, which replaced the former name - physical education [2].

The first fitness specialists received their education at the faculties of physical education and they were teachers of physical culture - carriers of education and a healthy lifestyle. The activities of the Council on Physical Fitness and Sports under the President of the USA provided significant help in promoting a healthy lifestyle and involving the population in classes in fitness clubs. All this determined an additional need for specialists of a new type of fitness instructors, fitness directors, specialists in motor activity, consultants on a healthy lifestyle [11].

Due to the wide variety of university programs for the training of health professionals, in 1988 the National Sports and Physical Education Association, in cooperation with the American Health, Physical Education and Dance Association, developed specific academic standards for student training. These standards provide students with the "entry" (initial) level of knowledge and practical skills necessary for health-oriented classes in a wide range of specializations in the field of fitness. On the basis of the developed standards, the specialty "Fitness" was additionally introduced to the list of specialties for which graduate students are trained. Training of fitness specialists is carried out in the USA not only in universities and colleges, but also in various health-oriented communities [8, 11].

The training of fitness specialists in a number of European countries is different compared to the USA.

The basic basis of the model is the proposition that it is university (academic) education that makes it possible to manage (in the broadest sense of the word) the process of improving the health of a wide swath of the population.

The European Network of Sports Higher Education Institutions (ENSSHE) was established in 1989 in Luxembourg. The purpose of this non-profit organization is the cooperation of sports higher education institutions in creating educational programs that will meet the needs of the labor market in the European Union [20].

Specialists are trained in various educational and professional programs - physical education teacher, coach, sports manager, etc. Training of specialists takes place with mandatory consideration of the real capabilities of each institution of higher education [20].

At the Free University in Brussels (Vrije Universiteit Brussel) at the Faculty of Physical Education and Physiotherapy (Faculteit van de Lichamelijke Opvoeding en Kinesitherapie) the training of bachelors and masters in physical education and kinesiology (Opleiding Bachelor of Science in de Lichamelijke Opvoeding en Bewegingswetenschappen) is carried out. Students study for three years for a bachelor's degree and two years for a master's degree. Depending on their interests, students can choose a specialization in the master's degree: fitness and health (fitness expert); education (a student, subject to completion of some additional courses, receives the qualification of a physical education teacher); sports manager (a student can start his own business in the field of sports and health); sports coach (depending on the sport and his skills, the student is ready to work as a coach and has a sports specialization) [2].

The University of Worcester, Great Britain, in the Institute of Sports conducts the training of physical education specialists under a two-year program. The first year of study includes the following modules: scientific foundations of sport, introduction to sports training and socio-cultural issues

in sport, disability in sport, sport in the UK. The second year of study includes the following modules: the use of scientific principles in sports, pedagogy and practice in sports and physical education, methods of scientific research, modern problems of sports, statistical methods in sports, physical activity, health and sports.

The British University of Coventry conducts studies according to the programs of courses for obtaining bachelor's and master's degrees at the Faculty of Health Care in the Department of Biomolecular and Sports Sciences. At the University of Leeds, there are two master's programs: «Sport and sports training» and «Physical activity, physical training and health».

Among the countries of the Asian region, Japan stands out. The desire to achieve a high level of physical health permeates the entire system of education and professional activity and is one of the characteristics of the Japanese nation. The development of health-improving fitness is carried out within the framework of the national program «Healthy Japan - 21st century» (Healthy Japan - 21) [18], which provides not only an increase in the number of those engaged in physical activity, but also creates organizational and methodological conditions for training specialists in physical education health profile [18]. Thus, in the Promotion of Physical Fitness section of this program, great attention is paid to the training of health trainers, who must have knowledge of both medicine and physical education and be able to recommend classes in various fitness programs, focusing on indicators of health and physical fitness of a person [18]. At the same time, it should be noted the strict observance of established standards, requirements for professional activity, which is generally characteristic of any field in Japan. It is no coincidence that the headquarters of ICPA FR (International Council for Physical Activity and Fitness Research) is located in Japan. This organization is engaged in the development and standardization of tests for assessing physical fitness, which is one of the most important elements of the professional activity of fitness specialists [19]. It is no coincidence that the headquarters of ICPA FR (International

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Conclusion. Summarizing the above, we note that the training of fitness specialists involves the study of world experience and the coordination of training programs with leading educational institutions in the USA, Europe, and Japan.

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