

social gatherings, creating a social support network or opportunities to socialise, share their experience, information and resources with other Ukrainians;

- with the help of the local councils, run cultural and social events and activities to make that transition into British culture smoother;

- supporting refugee parents, who are coping with all of the stress as this could be the best way to begin healing and build resilience in their children;

- providing support or help to find other sponsors to prevent homelessness;
and many more.

Among the challenges that the British government is working on are access to prescription medications, dentistry and vaccination for children and adults, as well as accessing quality mental health services. And in spite of the current national living crisis that many people experience nowadays we should keep doing what we can to help these in need.

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Ladyka P <https://orcid.org/0000-0003-1721-7196>
Ohnistyi A. <https://orcid.org/0000-0002-4748-1900>

**COMPETENT PORTRAIT OF A SPECIALIST IN THE
INDUSTRY OF PHYSICAL CULTURE AND SPORTS**

**Ternopil Volodymyr Hnatiuk National Pedagogical
University**

Анотація. У статті розглядається проблема компетентнісного підходу до освітнього процесу фахівців галузі фізична культура

і спорт. У статті представлений компетентнісний портрет фахівця сфери фізичної культури та спорту, який включає крім класичного переліку компетенцій ряд професійних.

Ключові слова: освітній процес, компетентності, фізична культура і спорт.

Relevance. The first step in the management improvement system is the education of a specialist, since "supply of quality human resources" is a characteristic of the success of any enterprise. Today, both educational institutions and many companies are introducing competency models. Unfortunately, these processes in education and business often go hand in hand: companies create their own competency models, higher education institutions create their own. It is quite obvious that educational institutions in such a tandem have to rebuild and adjust standards, since their goal is to train a competent specialist for the socio-economic system, and the business community has the right to choose such a graduate who meets its expectations. These should be managers who are ready for continuous self-education, improvement of professional qualifications, cooperation, quick response to changes, capable of acting in uncertain situations, making responsible decisions, critical and creative thinking, etc. That is, employers are interested not so much in "knowledge" as in "skills" of their future staff, their "ability", which is nothing more than "competencies". Competences and requirements are there, but there are few ways and methods of their formation [1,3].

Thus, the problems of training future management specialists must be solved at the stage of university training, which is gaining special relevance. In particular, a specialist in the field of physical culture and sports can realize himself in such types of future professional activity as a manager of sports complexes, clubs, sports schools, etc.

Sports activity has taken one of the leading places in the sphere of social and economic relations, it has become the most common form of leisure for various strata of the population. Physical culture and sports are included in the sphere of services, which occupies the lion's share in the economy of the state, and the effective functioning and development of these types of activities is impossible without perfect management. Not so many higher education institutions of our country train specialized managers,

and therefore those few percent of highly specialized specialists must meet the highest degree of readiness and competence [2,4].

The word "competence" is borrowed from the professional environment. Previously, the concept of "qualification" was most often mentioned. The difference between a competent specialist and a simply qualified one is that the former not only has a certain level of knowledge, skills, and abilities, but is also able to implement them within the standards of a specific activity. Competence presupposes the presence of a person's internal motivation for quality performance of his professional activity, the presence of professional values and attitude to his profession as a value. A competent specialist is able to go beyond the scope of the subject of his profession, he has a certain creative potential for self-development. While developing professionally, such a specialist creates something new in his profession, even on a small scale (a new technique, method, etc.).

In fact, there are different approaches to understanding the terms "competence" and "competence", and they are interpreted differently. By using the term "competence", we mean the ability to use the accumulated experience, knowledge, skills and abilities in the relevant socio-economic conditions, the ability to correctly recognize, analyze these conditions and navigate in the choice of management tools - professional competence [1,4].

We consider professional competencies in the training of specialists in the field of physical culture and sports to be key competencies, by which we mean "the system of universal knowledge, skills, as well as the experience of independent activity and personal responsibility of students."

The specified circumstances determined the **purpose** of this study: to develop and scientifically substantiate the model of formation of professional competences in the process of developing the professional qualities of a bachelor in the field of physical culture and sports.

The object of the study was the process of formation of professional competences among future specialists in the field of physical culture and sports.

Research methods and organization. Analysis and generalization of literary data.

Results and their discussion. In the process of analyzing literary sources, we established the desired level of professional competencies of specialists in the field of physical culture and

sports. The structural content of professional competencies can be submitted according to the categories of competencies of the European Qualifications System: cognitive competencies; functional competencies (skills); personal competencies, which include behavioral situational skills and ethical competencies [3,5].

Each of the listed categories of competences is a part of professional competence, and the development of one is impossible without improving the others.

The competent portrait of a specialist in the field of physical culture and sports includes, in addition to the classic list of competencies, a number of professional ones:

1. Using the basics of grammar, vocabulary and phonetics, terminology and abbreviations adopted in the sports industry;

2. Knowledge of the profile, specialization and features of the structure of sports organizations (clubs, sports centers, sports schools, etc.).

3. Knowledge and compliance with legislation: the Law of Ukraine "On Physical Culture and Sports", other regulatory legal documents that determine the directions and prospects for the development of physical culture and sports

4. Knowledge of the market of physical culture and sports services;

5. Knowledge of the features of goods and services of the sports sector;

6. Domestic and foreign experience in the field of physical culture and sports development;

Conclusions. Many programs of training, development, advanced training, and retraining appear today in the field of business education. Such systems are given a lot of attention and money, because every enterprise understands the value of a quality human resource. Therefore, each educational institution must independently build the learning process in accordance with the requirements of the competency approach.

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**Ladyka P. <https://orcid.org/0000-0003-1721-7196>
Stetsko Yury, 1st year master's student of EP "Physical culture and sport"**

THE PROBLEM OF DOPING IN OLYMPIC SPORTS: THE HISTORY OF ITS SPREAD AND THE CURRENT STATE OF THE ISSUE

Ternopil Volodymyr Hnatiuk National Pedagogical University

Анотація. У статті розглядається проблема допінгу у спорті вищих досягнень – одне із складних теоретичних та практичних питань, що потребує постійного вивчення та вирішення. Також наводяться приклади та характеристика груп лікарських препаратів, які застосовуються для підвищення працездатності та покращення спортивного результату, описується робота антидопінгової агенції.

Ключові слова: допінг, МОК, WADA

At the current stage of development of the Olympic movement, there is a large number of problems. Doping is a key problem in elite sports.

Topicality. The political, economic, and social significance of sports victories in the modern world is constantly growing. They contribute both to the glorification of the winners and prize-winners