

Development of the conceptual framework of public administration in higher education in the field of physical culture and sports

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Abstract

In the article, on the basis of the development of normative and legal provisions on issues of higher education and physical culture and sports and numerous specialized literary sources, the definition of the concepts «system of higher education in the field of physical culture and sports», «institution of higher education in the field of physical culture and sports» was formed, «state management of higher education in the field of physical culture and sports», as well as the goals of the latter. Amplification of the categorical apparatus of state management of higher education in the field of physical culture and sports made it possible to clearly form not only its thesaurus, but also its goals and to give further research an institutional and purposeful character. This approach will ensure consideration of all management requests of all institutes of the higher education system in the field of physical culture and sports, and therefore increase the efficiency of state management of higher education in the field of physical culture and sports.

Keywords: institution of higher education in the field of physical culture and sports; system of higher education in the field of physical culture and sports; state management of higher education in the field of physical culture and sports.

Relevance of the topic. Physical culture and sports today are not only components of the cultural system associated with physical education but also a guarantee for achieving sustainable development by humanity. Indeed, the goals set before the global society in the coming decades can only be realized by engaging healthy and physically strong, active, and therefore energetic individuals, as Decimus Junius Juvenal said: «Mens sana in corpore sano» (a healthy mind in a healthy body) [10, 5]. Physical culture and sports play a crucial role in establishing peace in Ukraine, as true defenders of the homeland must be endowed with robust health, physically prepared and enduring in the conditions of military actions; only then can they demonstrate the necessary military-applied motor skills during wartime [13].

The World Health Organization highlights the benefits of physical activity as part of physical culture and sports and warns against inactivity [22]: «physical activity has significant benefits for heart, body, and mind; physical activity contributes to the prevention and treatment of non-communicable diseases such as cardiovascular diseases, cancer, and diabetes; physical activity reduces symptoms of depression and anxiety; physical activity improves thinking, learning, and judgment skills; physical activity ensures healthy growth and development of young people; physical activity improves overall well-being; worldwide, 1 in 4 adults does not meet global recommended levels of physical activity; people who are insufficiently active have a 20-30% higher risk of death compared to those who are sufficiently active; over 80% of adolescents are insufficiently physically active.»

State policy plays a leading role in forming a pervasive atmosphere of physical culture and sports in our lives. According to the scientist Dutchak M.V., it aims to [5]: «timely identify problems causing concern in society, analyze them, establish their causes, prepare programs aimed at solving these problems, and ensure the implementation of appropriate mechanisms and management decisions. The priority of humanistic guidelines holds a special place in the formation and implementation of state policy in Ukraine, a society that has recently rid itself of an authoritarian social order and still adheres to its principles and ideals in many ways. This fully applies to the field of physical culture and sports and is seen as a basis for carrying out systemic reforms to use the available and potential resources of this field to meet the needs of human development and life activities. An essential component of the humanization of physical education for various population groups is the preservation of human life as the most important societal value. Issues of increasing attention to the health benefits of physical activity in one form or another have arisen in Ukraine for over fifty

years. However, they have not changed the dehumanizing characteristics of the process of engaging the population in physical activity, its alienation from the individual, and the essence of its nature. As calls to use physical education for health strengthening were only declarative and were not supported by real actions implemented in life. At the current stage of Ukrainian society development, the most pressing problems are related to the tense socio-demographic situation, unsatisfactory health conditions of the population, and the expected life expectancy of people, the progression of chronic non-communicable diseases, and the lack of healthy lifestyle traditions. These problems pose a real threat to the humanitarian security of Ukraine. Thus, state policy on engaging the population in physical activity, which involves implementing humanistic ideals, values, and norms, is intended to stop the deterioration of the nation's health and the depopulation trend of society, contribute to a qualitative improvement of human resources, form a healthy lifestyle, and cultivate a negative attitude towards harmful habits (drug addiction, smoking, alcohol abuse, antisocial behavior).

As is known, the success of acquiring certain skills by an object depends not so much on the period of time devoted to it as on the methodology of such influence; in this context, higher education with its established scientifically substantiated methodologies is the best sphere for educating young people in the spirit of physical culture and sports throughout life.

Analysis of recent research and publications. The issue of state management of higher education, in general, has been considered by a significant number of domestic scientists, including: Azhazha M., Akimov O., Aliyeva P., Andreychuk S., Bazilyak N., Batechko N., Bodnar S., Bolduev M., Vavrenyuk S., Vorobyova O., Gedikova N., Goloviy L., Gren L., Griganska S., Gubernska N., Dombrovska S., Zhuravel Y., Koval H., Kondratenko I., Kostyuk T., Kryzhko V., Krysyuk S., Lugoviy V., Molchanova Y., Moroz S., Nemchenko H., Ogarenko V., Popil Y., Protasova N., Radul V., Rusin M., Semenets-Orlova I., Serkova N., Sikorska I., Sirenko R., Starokozhko M., Totska O., Shelomovska O., Shchokin R., Yarovoy T.

The issues of state management of physical culture and sports have been addressed in their research by: Balaban S., Belenyuk Zh., Bondarenko V., Vavrenyuk S., Gasyuk I., Gryban H., Dombrovska S., Zhdanova O., Kudlata K., Kuzmenko O., Nikonko S., Palyukh V., Petryshyn D., Rybchych I., Savchenko V., Sergeev A., Sirenko R., Tsipovyaz A., Shevchuk O.

However, none of the scientific works is dedicated to revealing the issues and problems of state management of higher education in the field of physical culture and sports. At the same time, more than 100 higher education institutions in Ukraine currently train specialists in physical culture and sports, with about 10 higher education institutions of I-IV accreditation levels being specialized in the field of physical culture and sports [23].

The purpose of the article is to master and develop the conceptual framework of state management of higher education in the field of physical culture and sports.

Presentation of the main material. The development of a thesaurus within the framework of the dissertation topic requires not just a technical formulation of the definition «state management of higher education in the field of physical culture and sports» but a general exploration of the nature of the concept «higher education in the field of physical culture and sports.».

We will begin our conceptual discourse by working through the main normative legal acts, which include [12, 16]: the Law of Ukraine «On Higher Education» and the Law of Ukraine «On Physical Culture and Sports» According to these laws [12, 16]:

- «higher education is a set of systematic knowledge, skills, and practical abilities, ways of thinking, professional, worldview, and civic qualities, moral and ethical values, other competencies acquired in a higher education institution (scientific institution) in a relevant field of knowledge at certain qualification levels of higher education, which are more complex than the level of complete general secondary education;
- physical culture is the activity of subjects in the field of physical culture and sports aimed at ensuring the physical activity of people for their harmonious, primarily physical, development and leading a healthy lifestyle. Physical culture includes the following areas: physical education of various population groups, mass sports, physical culture and sports rehabilitation;
- sports are the activities of subjects in the field of physical culture and sports aimed at identifying and standardized comparison of people's achievements in physical, intellectual, and other preparedness through sports competitions and corresponding training. Sports include the following areas: children's sports, children's and youth sports, reserve sports, high-performance sports, professional sports, sports for veterans of physical culture and sports, sports for veterans of war, Olympic sports, non-Olympic sports, service-applied and military-applied sports, sports for persons with disabilities, etc.;
- mass sports (sports for all) are the activities of subjects in the field of physical culture and sports aimed at ensuring the physical activity of people during their leisure time to strengthen health».

In the context of the substantive characteristics of physical culture and sports, it is appropriate to mention the National Doctrine for the Development of Physical Culture and Sports, according to which [9]: «physical culture, as a component of general culture, with societal manifestations in physical education and mass sports, is an important factor in a healthy lifestyle, disease prevention, organizing meaningful leisure, forming humanistic values, and creating conditions for the comprehensive harmonious development of an individual. Sports contribute to achieving physical and spiritual perfection, revealing the body's reserve capabilities, fostering patriotic feelings among citizens, and enhancing the state's positive international image».

Note that higher education is characterized as «a set of systematic knowledge, skills, and practical abilities, ways of thinking, professional, worldview, and civic qualities, moral and ethical values, and other competencies» while physical culture and sports are defined as certain types of activities [12, 16]. Clearly, when considering the issues of state

management of higher education in this field, it is necessary to refer not to the literal essence of the latter, but to its institutional component, according to which the acquisition of such a set of knowledge is possible only in higher education institutions.

Under these conditions, in the context of state-management influence, it is proposed to transition from the concept of «higher education in the field of physical culture and sports» to the concept of «system of higher education in the field of physical culture and sports». This should be understood as «a set of institutions in the field of higher education in the field of physical culture and sports (higher education institutions that train specialists in physical culture and sports; founders of such higher education institutions; the community of higher education students in the profile of «physical culture and sports»); state authorities that manage higher education in the profile of «physical culture and sports»», which are connected by certain mechanisms of their functioning and coexistence, the purpose of which is to achieve established goals in the field of higher education and physical culture and sports.» It should be noted that in the context of the prolonged implementation of democratic principles into domestic state management, with the aim of strengthening the latter, and therefore further involving the public in these processes, all the defined institutions simultaneously act as both subjects and objects of state management.

Mastering the institutional provisions of public administration of higher education in the field of physical culture and sports, it is also important to focus on the primary institution of this system - higher education institutions in the field of physical culture and sports.

It should be noted that the Law of Ukraine 'On Higher Education' defines a higher military educational institution, which is proposed to be understood as [12] 'a higher education institution of state ownership that provides training of cadets (students, trainees), adjuncts for further service as officers (sergeants and non-commissioned officers) at certain levels of higher education to meet the needs of the Armed Forces of Ukraine, other military formations formed in accordance with the laws of Ukraine, central executive authorities with special status, the Security Service of Ukraine, the Foreign Intelligence Service of Ukraine, other intelligence agencies of Ukraine, central executive authorities that are responsible for the implementation of the military policy of Ukraine. At the same time, there is no concept of a higher education institution in the field of physical culture and sports. Comparing the number of military and 'sports' higher education institutions (there are 7 narrow-profile military higher education institutions, and more than 100 military specialists are trained in different higher education institutions of Ukraine [2]; 9 higher education institutions of I-IV accreditation levels are narrow-profile in the field of physical culture and sports, 100 higher education institutions of Ukraine currently train specialists in physical culture and sports [23]), we can come to a conclusion that the situation seems to be somewhat discriminatory.

The Law of Ukraine 'On Physical Culture and Sports' interprets the definition of a physical culture and sports institution, which is understood as 'a legal entity that ensures the development of physical culture and sports by, inter alia, providing services in the field of physical culture and sports. Physical culture and sports institutions, in particular, are: sports clubs, children's and youth sports schools, sports specialised education institutions with specific learning conditions, schools of higher sportsmanship, Olympic training centers, student sports centers of higher education institutions, physical culture and health facilities, centers of physical health of the population, centers of physical culture and sports for people with disabilities' [16].

Let us recall that a higher education institution is generally understood as [12]: 'a separate type of institution, which is a private or public legal entity, operates under a license to conduct educational activities at certain levels of higher education, conducts scientific, scientific and technical, innovative and/or methodological activities, ensures the organization of the educational process and getting higher education and postgraduate education by individuals, considering their vocations, interests and abilities;'.

Taking into account the above wording and provisions, we consider it possible to propose the following definition of 'higher education institution in the field of physical culture and sports': a primary institution of the higher education system that provides training at the appropriate levels of higher education and its organization in the field of physical culture and sports, as well as conducts scientific, scientific and technical, innovative and/or methodological activities in this area.

With regard to public administration in both higher education and physical culture and sports, domestic legislation provides the following interpretations of its basis and provision in the form of state policy (Table 1).

Table 1: Provisions of the legislation on public administration in the field of higher education and physical culture and sports

Provisions

State policy framework

Higher education sector

1) promoting sustainable development of humanity through the training of competitive specialists and the creation of conditions for lifelong learning;

1-1) promoting the rooting of: Ukrainian national and civic identity, patriotism, defense consciousness;

2) accessibility of higher education;

3) independence of higher education from political, social and religious beliefs;

4) international integration of the higher education system of Ukraine into the world educational space while preserving and developing the achievements and traditions of the national higher education system;

5) consistency of levels of higher education;

- 6) state support for higher education in the most important sectors of economic activity, areas of scientific research, scientific and pedagogical, artistic and pedagogical activities;
- 7) state support for all types of activities of higher education institutions, including the provision of tax benefits to the latter;
- 8) promotion of public-private partnerships in higher education;
- 9) openness of formation of the structure and scope of educational and professional training of specialists with higher education;
Ensuring the formation and implementation of state policy through
 - 1) harmonious interaction of national systems of education, science, art, business and the state for sustainable development of the country;
 - 2) development of the higher education system and improvement of its quality;
 - 3) development of inclusiveness of higher education and lifelong learning;
 - 4) parity of access to higher education, including additional support in the educational process for people with special educational needs;
 - 5) development of autonomy of higher education institutions and academic freedom of participants in the educational process;
 - 6) formation of a balanced structure and volume of higher education specialists training, taking into account the needs/interests of individuals, economic entities, regions and the state;
 - 7) development of scientific, scientific and technical, research and innovation activities of higher education institutions against the background of their integration with the economic life of the country;
 - 8) provision of legally enshrined benefits and social guarantees to higher education students;
 - 9) proper state support for training of specialists from among persons with special educational needs, including their psychological, pedagogical, physical, space and time support, as well as the access to the infrastructure of higher education institutions;
 - 10) creating conditions for graduates of higher education institutions to exercise the right to work, ensuring equal opportunities to choose a place of work, type of employment, taking into account the higher education they have received and in accordance with public needs;
 - 11) introduction of incentive mechanisms for encouraging economic entities to provide the first job to graduates of higher education institutions;
- Physical culture and sports sector
 - 1) priority of physical culture and sports among the directions of the state's humanitarian policy;
 - 2) meeting the demand of modern society for comprehensive personal development and the formation of a healthy lifestyle through the elements of physical culture;
 - 3) meeting the demand of modern society for the achievement of physical and spiritual perfection of a person, the formation of patriotic feelings among citizens and a positive international image of the state through the elements of modern sport;
 - 4) promoting the development of humanistic and human-centered vectors, justice, mutual respect and gender equality;
 - 5) guaranteeing equal rights and opportunities for citizens in the field of physical culture and sports;
 - 6) protecting the personal safety of individuals engaged in physical culture and sports, participants and spectators of physical culture and sports events;
 - 7) introduction of continuity and consistency of physical culture and sports activities of citizens of different age groups;
 - 8) implementation of ethical and moral values of physical culture and sports;
 - 9) social and legal protection of citizens in the field of physical culture and sports;
 - 10) support of physical culture and sports public associations;
 - 11) diversity, high quality and accessibility of services in the field of physical culture and sports for citizens;
 - 12) support for physical culture and sports;
 - 13) inclusiveness of sports facilities;
 - 14) encouragement of charitable activities in the field of physical culture and sports
 - 15) international integration in the field of physical culture and sports, combining national traditions and achievements with international experience;
 - 16) compliance with state social standards in the field of physical culture and sports;
- Ensuring the formation and implementation of state policy through
 - 1) introduction of investment, anti-monopoly, and regulatory approaches in the field of physical culture and sports;
 - 2) a system of sports distinctions and awards, standards of material, technical and personnel support in the field of physical culture and sports;
 - 3) recognition of sports in Ukraine, their inclusion in the relevant register and the procedure for its maintenance;
 - 4) approval of the Unified Calendar of Physical Culture and Sports Events and Sports Competitions of Ukraine in accordance with the established procedure;
 - 5) establishing the procedure for certification of sports coaches and judges;
 - 6) generalisation of the practice for application of physical culture and sports legislation, formulation of proposals for its improvement;
 - 7) promoting the development of all kinds of sports;

8) conducting analytical activities in the field of physical culture and sports, identifying development trends, summarising domestic and foreign experience, and drafting programmes for the development of physical culture and sports;

9) ensuring the implementation of programmes for the development of physical culture and sports in Ukraine;

10) ensuring the development of physical culture and sports;

11) organising and conducting championships of Ukraine in sports recognised in Ukraine, other national and international sports competitions and sports events, ensuring participation of national teams in international competitions;

12) providing state support to public associations of physical culture and sports in accordance with the established procedure, involving them in the implementation of state programmes and measures on physical culture and sports;

13) coordination of measures for the development of children's and youth sports, sports of higher achievements, sports of people with disabilities, and sports of veterans;

14) granting the status of 'national' to physical culture and sports public associations;

15) organisation of control over the quality of services in the field of physical culture and sports;

16) organisation of the state sports lottery;

17) training, retraining and advanced training of personnel in the field of physical culture and sports and determining the priority areas of scientific research and conducting research work in this area;

18) information and propaganda work on physical culture and sports, healthy lifestyle;

19) development of sports medicine and anti-doping activities;

20) interaction with public associations of physical culture and sports, subjects of patronage in the field of physical culture and sports;

21) conducting international activities in the field of physical culture and sports;

In the context of this task, it is necessary to study the definition of the concept of 'public administration' in general. The study of approaches to the interpretation of this concept, after their generalisation, allowed us to identify such approaches as: (Table 2)

- activity-based approach, according to which public administration is presented by the authors as a certain type of activity;

- managerial approach, according to which public administration is interpreted by the authors as a certain type of social management;

- influential approach, according to which public administration, in the opinion of the authors, is a certain purposeful influence of the state;

- functional approach, according to which public administration is seen by the authors as a form and method of functioning of state power;

- integrated approach, according to which public administration is understood as a complex social phenomenon that has a multifaceted manifestation as a practical activity, as a scientific direction, as a function of the state, as a component of the mechanism of state power, as a targeted influence of the state, and as a type of social management, etc;

Table 2: Approaches to the interpretation of the concept of 'public administration'

Interpretation of the concept

Activity-based approach

Kovbasyuk Y.V., Bakumenko V.D, [6, p.157]

'the activity of the state (state authorities) aimed at creating conditions for the fullest possible implementation of state functions, fundamental rights and freedoms of citizens, reconciliation of various interest groups in society and between the state and society, and provision of social development with appropriate resources.'

Averyanov V. B. et al,[3, p.6]

'a special and independent type of state activity carried out by a separate system of special state bodies - executive authorities'

Kolpakov V.K, [8, p.16]

'specific activity of the state, which is manifested in the functioning of its bodies, which continuously, systematically, authoritatively and within the framework of legal institutions influence the social system in order to improve it in accordance with the state interests'

Managerial approach

Levenets Y, Shapoval Y, et al, [11, p.203]

'a key type of social management, which consists in the exercise by the state, its bodies of power and organisational influence on social relations and processes in the economic, socio-cultural and administrative and political spheres'

Tertychko V. V, [19]

'a special type of social governance, according to which state institutions, as a hierarchical entity: possess a universal set of state powers; officially apply a set of management methods, including coercive mechanisms; use legitimate forms of social communication and means of interaction with groups and individuals; purposefully regulate the collective resources of society'

Functional approach

Kovbasyuk Y.V., Vashchenko K.O, [6, p.23]

'a way of functioning and realisation of state power with the aim of formation and development of the state'

Tsvetkov V.V. [21, p. 261]

‘a form of practical implementation of executive power’

Influential approach

Rubtsov V.P., Perinska N.I., Surmin Y.P. [18, p.113]

‘systematically exercised purposeful influence of the state on the social system as a whole or on its individual links, on the state and development of social processes, on the consciousness, behaviour and activities of a person and a citizen with the aim of implementing the state policy developed by the political system and legally enshrined in the interests of optimal functioning and development of the state’

Bakumenko V.D., Usachenko L.M., Chervyakova O.V. [1, p.163]

‘practical, organising, regulating and controlling influence of the state on the social life of people with the aim of its ordering, preservation or transformation, based on its power’

Integrated approach

Tsvetkov V.V. [21, p. 35]

- ‘a social, political phenomenon;

- a component of a single mechanism of state power;

- the process of realisation of the state power, its external, materialised expression, and beyond this it does not exist’

Datsii O.I., Dragan I.O., Hrytysshen D.O., Yevdokimov V.V. [7, p.8-15]

- ‘a type of social management;

- a system of scientific knowledge that integrates other social sciences (political, historical, economic, philosophy, social psychology), focused on the processes, functions, methods of management that are manifested in the activities of the state through executive and administrative functions

- systematic and purposeful influence of the state on the social system (its individual links), on the state and development of social processes, on the consciousness, behaviour and activities of individuals and citizens with the aim of implementing the state policy developed by the political system and legally enshrined in the law, in the interests of optimal functioning and development of the state. Public administration is an organising influence on social relations in the economic, socio-cultural, administrative and political spheres and is carried out through the use of state power

- The process based on normative legal acts, closely connected with the use of methods of regulation and orderliness; it has a subordinate character, provides for the possibility of judicial protection of citizens’ rights and freedoms in case of their violation by bodies and officials of the executive branch’

For the development of the institutional approach in public administration, which involves the inclusion of the entire system of institutions in the framework of the analysis of social processes, taking into account all factors [20], it is proposed that public administration in general should be understood as the purposeful influence of the state in the form of a specific type of social management in all areas of public life, implemented by the relevant state institutions in the field of practice and science to ensure the goals of its development set by society.

In this regard, the state management of higher education in the field of physical culture and sports can be defined as the deliberate influence exerted by the state in the form of a particular type of social management over the sub-objective system of higher education in this field. This influence is carried out by relevant state-authority institutions, both in practical activities and scientific endeavors, aimed at realizing the goals of higher education development in physical culture and sports as defined by norms of society in terms of activity, subject-value, and outcomes. Given the normative legal frameworks and the current geopolitical situation unfolding around Ukraine, the following goals should be considered [15, 12, 14, 16]: formation of a physically active nation; development of sports of higher achievements; renewal and enhancement of sports infrastructure; digital transformation of the field of physical education and sports; improvement of human resources in the field of physical culture and sports; promotion of the sustainable development of humanity by training competitive specialists in the field of physical culture and sports and the formation of lifelong physical education; promotion of Ukrainian national and civil identity, patriotism, defense consciousness; achievement of a high level of internationalization and inclusiveness of higher education in the field of physical culture and sports; enhancement of the quality, efficiency and attractiveness of higher education in the field of physical culture and sports; establishment of public trust in higher education in the field of physical culture and sports, including through its social responsibility.

Amplification of the categorical apparatus of state management in higher education in the field of physical culture and sports has facilitated the clear delineation not only its thesaurus, but also its objectives, thereby infusing further research with an institutional and purposeful character (Fig. 1).

Fig. 1. Institutional-targeted approach to the development of the categorical apparatus of state management of higher education in the field of physical culture and sports

This approach will ensure consideration of all management requisites across all institutes of the higher education system in the field of physical culture and sports, thereby enhancing the efficiency of state management of higher education within this field.

Conclusions and directions for further research. The advancement of the categorical-conceptual apparatus of state management of higher education in the field of physical culture and sports will facilitate a comprehensive understanding not only of the core content of its principal element, but also of the targeted trajectory of management directives within this specific realm of social management. Further research requires the development of framework-providing, functional-nodal and social-providing mechanisms for state management in higher education in the field of physical culture and sports.

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