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TRAINING OF SPECIALISTS IN PHYSICAL CULTURE AND SPORTS IN THE CONDITIONS OF SUSTAINABLE DEVELOPMENT OF SOCIETY

Formulation of the problem. In the conditions of modern socio-economic life, the problem of formation, preservation and strengthening of human health is urgent. After all, life and health are recognized as the highest social value of a person.

Analysis of recent research and publications. The problem of formation, preservation and strengthening of human health is one of the urgent ones in the conditions of sustainable development of society, that is, such development that meets the needs of current generations and does not endanger the ability of future generations to meet their needs.

According to UNESCO International Declarations, in order to achieve sustainable development of society, it is necessary, first, to create a health care system that will ensure the improvement of the health status of the population of Ukraine and improve its monitoring indicators; secondly, to create an education system that will ensure the formation of integral knowledge of health in the younger generation, reorientation of attention from providing pupils and students with knowledge to working out problems and finding possible solutions, which requires the formation of relevant life competencies and health-preserving and healthy developmental competences.

Presenting main material. One of the key tasks of the sustainable development of society is to solve the issue of ensuring a person's motor activity, which serves as a guarantee of his physical state of health along with overcoming the ecological, economic and social problems of humanity.

In view of this, physical culture and sports solve, among other issues, the preservation, strengthening and restoration of human health. In the context of sustainable development of society, the solution of these issues is necessary at the global, regional and local levels. After all, physical culture and sports occupy a prominent place in society and are used in social and professional rehabilitation as a therapeutic and professional tool for the comprehensive restoration of physical health and working capacity of patients and disabled people. The main form of its application is a system of special physical exercises, psychological recovery and natural factors.

A specialist in physical culture and sports (specialty 017 "Physical culture and sports") occupies one of the leading places in the labor market. It is he who develops programs and methods of physical culture, and therefore, physical exercises, selects means and forms of adaptive physical culture, outlines and implements a program of further functional restoration and psychophysical capacity of a person. In cases of disability, a specialist in physical education helps the patient individually develop new movements and compensatory skills, recover psychologically, adapt to

prostheses and other technical devices and apparatus, trains the patient to perform integral movement exercises, and also helps to master a new profession and, thus, adapts the victim a person to life in changed conditions of existence.

In terms of education for sustainable development, the training of qualified and competent specialists who are competitive on the labor market is especially relevant. The process of training future specialists in physical culture and sports, while preserving the traditional approach to teaching individual disciplines, should at the same time open opportunities for interdisciplinary analysis of situations from real life. This affects the structure of educational programs and teaching methods and requires teachers to abandon the role of only carriers of information and lifelong learners.

That is why the issue of quality training of future specialists in physical culture in higher education institutions, capable of possessing fundamental knowledge, abilities and skills, ready for constant professional growth, social and professional mobility, effective work in their profession at the level of world standards and creative approach is no less important. to solving extraordinary issues.

We see an increase in the quality of training of future specialists in physical culture and sports through the introduction of innovative approaches to education, in particular, the competency approach in the educational process. The latter will ensure the formation of a competent specialist in physical culture and sports. After all, the traditional approach to the training of specialists in higher education, the essence of which is the formation of knowledge, abilities and skills, contradicts the requirements of the European educational space, into which the educational system of Ukraine is integrated. According to the Bologna process, it is proposed to use a fundamentally new paradigm of higher education CBE (Competence-based education), which is based on the principles of the competency-based approach to learning, which ensures the formation of certain competencies in students and the diagnosis of the level of competencies of specialists-graduates of higher education as a result of higher education. The implementation of the competence approach in the educational process of higher education institutions in accordance with the principles of the Bologna process enables the formation of a single European space of higher education and the creation of a pan-European system of higher education, the result of which is proposed to be evaluated by the level of competence of a specialist-graduate of higher education [1].

In the conditions of updating the content of higher education, the problem of effective professional training of future specialists in physical culture and sports, who will be able to easily adapt to the changing conditions of today, to be competent and competitive in the labor market, becomes urgent. After all, modern society, which is characterized by a progressive decline in the state of health of Ukrainians, needs highly qualified and competent specialists in physical culture and sports at both the state and regional levels. Currently, the creation of optimal conditions for the life of people who need to restore lost contact with the environment, correction and subsequent psychological and pedagogical rehabilitation, labor adaptation and integration into society is one of the primary state tasks. This is stated in the targeted comprehensive program "Physical education - the health of the nation" approved by the Decree of the President of Ukraine [2].

From today's point of view, the professional training of future specialists in physical rehabilitation should be anticipatory in nature, take into account the multilevel nature of higher professional physical education, and also focus on the prospects for the development of the "Health Care" field of knowledge.

Modern physical culture and sport define their mission as activities aimed at creating the necessary conditions for the organization and optimization of educational (training of applicants under the educational and professional program "Physical Culture and Sport"), physical culture and sports work at the university, effective use of physical culture opportunities and sports in improving the health of student youth, increasing their work capacity, which will contribute to the promotion of a healthy lifestyle for different age groups of the population [4].

Popularization of a healthy lifestyle among student youth, physical development of student youth, optimization of physical (motor) activity and sports are gaining relevance. And sport motivates young people to be active and competitive, forms permanent skills that help to be healthy and active throughout life.

Physical culture and sports in the conditions of a higher education institution provides:

- physical activity of student youth;
- the opportunity to participate in sports in order to form, preserve and strengthen physical and mental health;
- development of physical abilities of students;
- formation of health-preserving and health-developing competencies in the subjects of the educational process;
- organization and conduct of physical culture and health activities and development of sports [3].

The range of functional responsibilities of a physical rehabilitation specialist is very wide and includes such things as: examination of patients in order to identify motor dysfunctions and determine motor potential, development and implementation of an individual plan of physical rehabilitation in cooperation with other specialists (doctors, social workers, psychologists, teachers, trainers) and the patient, organizing work on the prevention of people's diseases, helping them master the culture of health and forming a healthy lifestyle, etc.

Conclusions and prospects for further investigations. A competent specialist in physical culture and sports with the educational and qualification level of a bachelor and a master is able to provide services from a complex of activities of a sports and health nature, aimed at rehabilitation and adaptation to the normal social environment of people with disabilities, overcoming psychological barriers that prevent the feeling of a full life, as well as the conscious need for one's personal contribution to the social development of society. Since a competent specialist in adaptive physical culture is able to ensure the transformation of the personality of a sick or disabled person from a passive observer and expectation of better conditions to an active participant in the sports movement; to become a developer of the strategy of sports medicine, social, psychological and physical rehabilitation, starting from the early stages of the disease.

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