

Аналіз системи державного управління у сфері фізичної культури і спорту в Україні

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Анотація. Актуальність проблеми функціонування сфери фізичної культури та спорту в умовах недостатнього охоплення молодих людей різноманітними спортивними заходами та погіршення стану здоров'я пересічного українця недостатньо досліджена. Зазначено, що метою дослідження є характеристика базових компонентів системи державного управління у сфері фізичної культури та спорту. Були використані наступні методи: пошуковий, аналіз наявної методичної та наукової літератури, класифікація, з'ясування причинно-наслідкових зв'язків, систематизація ключових моментів зазначеної вище проблематики. У процесі літературного огляду виявлено сучасний стан дослідження зазначеної проблематики, визначено її перспективність. Зазначено, що у наш час високих технологій і достатку продуктів харчування, відбувається зменшення фізичної активності населення. Вказано, що виникає нагальна потреба в актуалізації та популяризації розвитку масової фізичної культури і спорту. Охарактеризовано діючий стан регулювання державою сфери фізичної культури та спорту. Обумовлено, що не вирішеність проблем окремих напрямів послабить динаміку розвитку сфери фізичної культури і спорту. Ефективний розвиток фізичної культури і масового спорту із боку держави та супроводжуючі його стійкі гуманітарні ефекти серед населення України можливі лише на основі комплексних науково-обґрунтованих інфраструктурних та організаційно-управлінських рішень за всіма відповідними напрямками. Вказано, що вирішити весь комплекс проблем, які наявні у сфері фізичної культури і спорту, неможливо за допомогою проведення окремих дій, які не пов'язані між собою. Підсумовано, що тісний взаємозв'язок процесів, які виникають у цій галузі, з процесами, що відбуваються у суспільстві, свідчать про необхідність використання програмно-цільового методу у цілях успішного вирішення завдань у сфері фізичної культури та спорту на державному рівні

Ключові слова: спортивні заходи, державна політика, суспільство, фізкультурно-спортивна політика, фінансове забезпечення

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Analysis of the System of Public Administration in the Field of Physical Culture and Sports in Ukraine

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Abstract. The relevance of the problem of functioning of physical culture and sports sphere in the context of insufficient coverage of young people with various sports events and the deterioration of the health status of ordinary Ukrainians is understudied. The purpose of the study is to characterise the basic components of the public administration system in the field of physical culture and sports. The following methods were used: searching, analysis of the available methodological and scientific literature, classification, clarification of cause-and-effect relationships, systematisation of the key points of the above problems. In the course of the literature review, the current state of research on this problem was covered, and its prospects were determined. Notably, in the time of high technologies and an abundance of food, there is a decrease in physical activity of the population. It is indicated that there is an urgent need to update and popularise the development of mass physical culture and sports. The paper describes the current state of regulation of the physical culture and sports sphere by state. It was stipulated that the unresolved problems of certain areas will weaken the dynamics of development of physical culture and sports sphere. Effective development of physical culture and mass sports on the part of the state and its accompanying sustainable humanitarian effects among the population of Ukraine are possible only with comprehensive scientifically based infrastructure and organisational and administrative decisions in all corresponding areas. It was mentioned that it is impossible to solve the whole complex of problems that exist in the field of physical culture and sports by conducting separate actions that are not related to each other. Summed up that the close relationship of the processes that arise in this area with the processes that occur in society indicates the need to use a programme directed method in order to successfully solve problems in the field of physical culture and sports at the state level

Keywords: sports events, national policy, society, physical culture and sports policy, financial support

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Introduction

Ensuring socialisation through sports is carried out through the involvement of young people in sports events, active influence on various aspects of the development of younger generation, which has a diverse reflection in different strata of society, but in general, the level of coverage of sports activities determines the effectiveness of the socialisation process. The modern development of Ukrainian society is characterised by the following trends: social instability, an increase in the number of conflicts in social relations, a decrease in the overall level of life quality. As a result of spontaneous reforms, the state lost its previous achievements in various spheres of public life. The reform process has led to the development of destructive trends in mass Ukrainian sports and a decrease in physical activity of the younger generation.

An increased attention to young people in these conditions is not accidental at all since it is this category that determines the future of the state. At the same time, the level of coverage of young people with physical culture and sports depends on the state of their physical and moral health, the level of working capacity in the future. Optimisation of the social structure, which extends to different strata of society, including mass sports, which, combined with the lack of a focused national policy in this area, led to the destruction of the system of mass sports, the removal of physical culture from the strategic guidelines of the population.

N.S. Sitnikova in her works analyses the foreign experience of financing professional sports and its state in Ukraine [1]. S.V. Nikitenko described the basic criteria of the field of "physical culture and sports" in Ukraine and reflected the positive and negative aspects of its development [2]. S. Zaporozhets outlines the key problems that harm the development of sports in Ukraine, the irrelevant administrative system, the constant lack of funding, and the initial state of the sports sector [3]. Among foreign researchers, it is worth highlighting J. Loy [4] and B. McPherson [5], who conducted a comprehensive study of the interaction of sports, culture, and society.

At the same time, there are almost no systematised scientific papers that would analyse the issues of public administration in the field of physical culture and sports and the problems of ensuring the functioning of the sphere of physical culture and sports in conditions of economic instability in Ukraine. Thus, the outlined problems are poorly developed and understudied at present.

The purpose of the study lies in analysing the key components of public administration in the field of physical culture and sports. To achieve this purpose, the following *tasks* must be performed: to characterise the components of state regulation of the functioning of physical culture and sports; to analyse the current regulatory

documents in the field of physical culture and sports; to consider current problems and areas of optimising the functioning of the sphere of public administration in the field of physical culture and sports.

Materials and Methods

The methodological basis of this research is the use of the following methods: searching, analysis of available methodological and scientific literature, classification, clarification of cause-and-effect relationships, systematisation of key points of the above problems. At the same time, the research methodology is based on the accumulation of general scientific methods and techniques used in general by legal science. For a comprehensive analysis of the system of state administration of physical culture and sports, determining the main features of organisational aspects, functions, and methods, the relationship with its individual components, the specifics of introducing physical activity into the daily life of society, identifying the level of influence of the main factors on the development of culture and sports sphere, as well as the basic characteristics of the process for improving the field of physical culture and sports, several methods were used, in particular: quantitative, normative, dialectical, situational, structural and functional, system. The paper is based on the analysis of the laws of Ukraine, scientific and methodological literature, methodological manuals, scientific papers, periodicals and the best practices of modern and previous scientists in the field of law.

The key principle of the scientific paper is a system approach, which allowed considering physical culture as a system, the components of which were committees, sports facilities, specialists, etc. For its part, the ability to specify the functions, structure, and characteristics of this system was carried out using system analysis. The principle of historicism, which implies reliance on factual material in its true content, made it possible to analyse each phenomenon in its development, change, versatility, and inconsistency. The principle of objectivity made it possible to analyse the development of physical culture and sports as close to reality as possible, as well as to show the reliability of this process, based on a multi-faceted study of available information in unpublished and published sources.

Clarification of the need for state administration of physical culture and sports in Ukraine is carried out using the methods of formal logic. The identification of gaps and inefficiencies in the functioning of public administration in the above area was carried out using a problem analysis. The specifics of the system's interaction with the external and internal environment were studied using system analysis. A prognostic analysis was used on the further development of physical culture and

sports. For a comprehensive analysis of the features of the research object, subject, tasks, and assessment of the existing state of the administrative system, the method of studying documents and legislative acts was used.

Results and Discussion

Now official documents stipulate that the mechanisms of public administration in the field of physical culture and sports used in recent years have proved to be ineffective. In this regard, to minimise the existing negative trends in the field of physical culture and sports in the context of financing reform due to the introduction of an economic national policy tool, it is advisable to use a programme directed method, which is a system of measures outlined before the planned implementation – systematised by content, time, and spatial characteristics, endowed with resources and aimed at optimising the system of physical culture and sports at the stage of development of a socially-oriented Ukrainian market economy.

Physical culture and sports are an organic component of universal culture, its unique complete area. At the same time, it is a unique process and result of human activity, a means and method of physical improvement of the individual. Physical culture influences key aspects of a person's life, obtained in the form of makings that are genetically determined and develop during life under the influence of upbringing, life activity, and the environment. It is aimed at meeting special needs in communication, games, entertainment, and certain manifestations of personal expression through social useful activity. Physical culture is a combination of material and spiritual values. The first group includes sports buildings, special equipment, sports equipment, and medical support. The second group includes information, works of art, sports, games, physical exercise systems, ethical and legal norms that determine human behaviour in the process of physical culture and sports activities.

Functioning of state regulation of the sphere of physical culture and sports

The process of state administration of physical culture and sports manifests itself in certain forms that are conditioned by unique tasks and regulatory functions and has a unique content. Under the conditions of analysing the functions of public administration in the field of physical culture and sports as the basic areas of purposeful influence on the objects of administration, the forms of public administration are the areas of a certain influence. Consequently, the forms of state regulation determine the area of administrative activities. The choice of effective forms of public administration should contribute to the effective implementation of administrative functions, and the achievement of the necessary purpose with minimal costs. First of all, the creation of a successful

system of physical culture and sports administration is hindered by an imperfect system of legal regulation – in particular, ignoring legal regulation, insufficient information support for the functioning of this area.

The functioning and further development of physical culture and sports in a market economy is aimed at constantly identifying additional sources of financing, innovative tools for competitive struggle, and ensuring market communication. The key system tool is sponsorship. At the same time, part of the sponsorship contributions to the sports sector differs considerably and is largely due to the existing socio-economic conditions, the type of sport, its development and the level of the sports event held. The study of public administration mechanisms in the field of physical culture and sports should focus on the analysis of the basic components: the socio-economic state of functioning of the political system; the specifics of organisations that produce a certain national policy; the system of values, ideological beliefs of a group of people on whom the adoption of key political decisions depends.

The state apparatus should solve problems that have a rather contradictory content, form, ensure the implementation and control of the general policy of sectoral development as an integral system of physical culture and sports due to the concentration of various administrative tools in the hands of a single person. Given the limited resources, the state is forced to minimise budget burdens in terms of financial support for physical culture and sports. This formulation of the problem requires defining the key areas of public administration in the field of physical culture and sports, the financial support of which should be sufficient and stable.

At the same time, government agencies need to diversify their sources of financing in the main areas. First of all, this is the activation of service provision to consumers of various levels of sports requests of commercial and non-governmental non-profit structures. In addition, it is the delegation of administrative and support functions at the regional and local levels of administration, that is, diversification of administrative powers both within the state vertical: state – region – district – community, and in the area of the structure of the economic sector (subjects of the economic sphere). The non-state commercial sector comes into conflict with concentrated administration exclusively in state executive bodies. The sphere of physical culture and sports is a mandatory component of the economic system and, at the same time, an object of state regulation.

The concept of “good governance” is used by administrative institutions in the international and Ukrainian community. However, despite the popularisation and update of this concept, this category has not received a clear formulation, solid characteristics, boundaries, and

purposes [6]. Effective administration is a clear conceptual system that determines the probability of achieving results in the current administrative system. The focus on the implementation of the principles of an effective administration in Ukrainian society guarantees certain values of awareness of the development prospects [7]. It

is worth noting the circle of relevant power subjects (Fig. 1) and classify them taking into account the content and regulations of public administration, the development of concepts for analysing the overall level of public administrative influence, taking into account different levels.

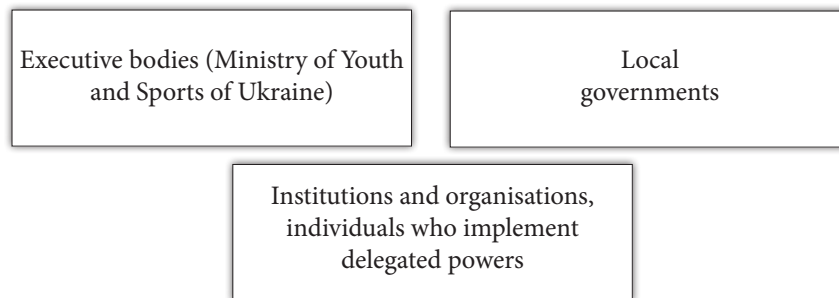


Figure 1. Multi-level government subjects responsible for public administration in the field of physical culture and sports in Ukraine

Among the identified subjects, it is worth noting:

- government institutions and organisations (National Anti-Doping Centre);
- non-governmental institutions and organisations (the National Olympic Committee of Ukraine is not only a public organisation of the sports area, but it also exercises certain administrative powers);
- private entities who are not employees of public authorities, but in certain cases acquire authority (for example, sports judges).

In modern Ukraine, the structure of the legal administrative system in the field of physical culture and sports includes:

- documents of international law, in particular, conventions, general principles and norms of international law, documents of international and interstate organisations. Special norms of international sports law are also presented in agreements regulating solely the implementation of sports activities. Among them, it is worth noting bilateral agreements, for example: Agreement on Cooperation between the Ministry of Defence of Ukraine and the Federal Department of Defence, Civil Protection and Sport of the Swiss Confederation [7] and multilateral agreements (or conventions): Agreement on Cooperation in the field of Physical Culture and Sports of the State Parties of the Commonwealth of Independent States [8], International Convention against Doping in Sport [9], International Convention Against Apartheid in Sports [10], European Convention on Spectator Violence and Misbehaviour at Sports Events and in particular at Football Matches [11], etc;
- national (intrastate) regulatory documents within the framework of Ukrainian legislation. Sources of sports law in Ukrainian legislation are the Constitution of Ukraine [12], The Laws of Ukraine “On Physical Culture

and Sports” [13], “On anti-doping control in sports” [14], “On support for the Olympic, Paralympic Movement and high-performance sports in Ukraine” [15] and others. Sports law standards also regulate the list of subordinate legislation, international legal acts, decrees of the President of Ukraine, resolutions of the Cabinet of Ministers of Ukraine, etc.;

- laws and regulations of international non-governmental sports organisations, their agreements with interstate organisations, states and among them, political and advisory documents of global or regional international sports conferences;
- a system of documentary and corporate standards of public and other organisations in the field of physical culture and sports and their associations, in particular, codes, regulations, charters, rules;
- moral norms (for example, the Olympic Honour Code, etc.) [16].

Based on the analysis of the government's administrative powers in the field of physical culture and sports, a number of contradictory decisions have been identified, in particular regarding conditioned arguments aimed at awarding scholarships to athletes, coaches, and figures of physical culture and sports for considerable achievements. At the same time, athletes who took 1-6th places at the Olympic Games, and 1-3^d places at the Paralympic and Deaflympic games are considered considerable achievements within the rules for awarding scholarships. In the development of these criteria, the adjustments from the general legal principle of equality are assumed to be advisable.

The development of the central body for physical culture and sports was characterised by a noticeable dynamic of changes, which manifested itself both at the initial stage of state-forming measures and more than

30 years after. This, although it confirms the versatility of evolutionary changes (often does not allow achieving the necessary results), is characterised by a partial weight of the (scientifically reasoned) approach to determining the system of measures to optimise the public administration system and the field of physical culture and sports. However, the reorganisation of the central executive authority for physical culture and sports has changed meaningfully to a stable recovery process, which is always aimed at minimising administrative activities, the appearance of organisation-conditioned breaks, primarily the internal orientation of orders, the uncertainty of the professional position for personnel, which leads to a decrease in the level of activity.

Considering the above, it is noted that there is a negative attitude to continuous reform and a destructive desire to artificially reduce the number of employees in the reform process. There is a double influence of two basic provisions of the Ministry of Youth and Sports of Ukraine: approved by both the Decree of the President of Ukraine and the Resolution of the Cabinet of Ministers of Ukraine [17]. Due to the fact that, in Part 3 of Article 3 of the Law "On central executive bodies" [18], the regulations on ministries and other central executive bodies are approved by the government, it is the latter that provides orientation in the process of studying the activities of the ministry as a subject of public administration in the field of physical culture and sports.

Given that the President of Ukraine does not have the authority to approve status acts of central executive authorities, these provisions should be repealed. Maintaining the validity of regulatory documents is illegal and reflects a separate, generalised problem of legal regulation. Based on the conducted research of the system and powers of local self-government bodies regarding the administration of physical culture and sports, it was established that the implementation of delegated powers of executive bodies of local councils in the field of physical culture and sports is stipulated by the Law "On Local Self-Government in Ukraine" [19]. During the consistency of the outlined features of delegated powers that are not implemented, certain powers are stipulated without the free expression of the will of the subjects of delegation. If it is not considered that this refers to powers that are conventionally designated as "delegated" in regulations and in the doctrine, then it means that it is advisable to distinguish between the rights and obligations of a subject of state power stipulated by regulatory documents for an indefinite period in relation to the regulation of a certain list of public issues, that is, standard powers.

In this context, the question needs to be clarified: the reasons for the expediency of introducing and acquiring a considerable popularisation of the concept of

delegation of powers "according to the law", which is not due to the basic understanding of delegation. The answer is conditioned by the content of the Ukrainian model of local self-government, which is capable of regulating issues of local importance. At the same time, local self-government in the context of decentralisation reform cannot be determined solely by local-territorial problems caused by the features of the life of a certain community, but it must also solve issues of state importance at the local level.

Consequently, delegated powers relating to state issues at the local level are transformed into their own powers. Vesting the public entities with the powers necessary to regulate public administration in this area, which corresponds to the decentralisation and European integration processes in the country. Involvement of members of the public in management in the field of physical culture and sports, coordination of administration mechanisms is a type of decentralisation (functional), which is due to positive consequences regarding the efficiency, expediency, professionalism, and effectiveness of legislative influence, proper guarantee of legal and public responsibility.

The orientation of strategic directions is aimed precisely at supporting "mass sports" and is an important step towards improving the physical culture and sports industry at the stage of development of a socially-oriented market economy in Ukraine [20]. The legal mechanism determines the procedure for the emergence, modification, and termination of legal relations between subjects and objects of the management system in the field of physical culture and sports and is aimed at implementing the tasks of the national policy for the development of education in the field of physical culture and sports [21]. The organisational mechanism of state administration in the field of physical culture and sports of Ukraine is aimed at state and local authorities in the field of physical culture and sports. The organisational mechanism for managing the development of education in the field of physical culture and sports determines the functioning of public organisations, for example: the National Olympic Committee and its divisions at the regional level; the Ukrainian Centre for physical health of the population "Sport for everyone" and its divisions; national sports federations and local sports federations in sports recognised in the state; the Ukrainian Centre for Physical Culture and sports of disabled people "Invasport" and its divisions.

Thus, in Ukraine there are a considerable number of state and public bodies for managing the development of education in the field of physical culture and sports, but their functioning does not meet the needs of the population.

Prospects for the development of physical culture and sports

The strategy for the development of physical culture and sports defines the priorities of national policy provided for by the Law of Ukraine "On the fundamentals of domestic and foreign policy", namely: creating conditions for the maximum fulfilment of the abilities of talented athletes, ensuring equal rights and opportunities to engage in physical culture and sports of all categories of the population of Ukraine, stimulating the creation of sports infrastructure, promoting the participation of Ukrainian athletes in international competitions, increasing the authority of the state in the world sports movement, improving national policy in the field of physical culture and sports, as well as promoting the popularisation and dissemination of a healthy lifestyle, organising meaningful leisure [22].

Systematisation of fundamental and applied research on public administration of the functioning and development of the sphere of physical culture and sports in modern scientific research allowed noting that the solution of an actual scientific problem with increasing the effectiveness of public administration is at the initial stage, and the main area of the outlined research is the development of an integral administrative system for the sphere of physical culture and sports. Today, public administration is being activated and the development of physical culture and sports is being optimised, organisational forms of cooperation between state bodies and business entities are being reformed, considerable changes are being made in the purposes, mechanisms, management apparatus, and the unity of state and market regulatory mechanisms. Thus, the organisational mechanism of state management of the sphere of physical culture and sports is characterised as a set of organisational methods, forms, tools, and legal canons implemented by the authorities.

Currently, it is quite important to identify the limits of state participation in the implementation of the process of popularised reproduction in the field of physical culture and sports. First of all, it provides for a qualitative change in the content of the economic activity of the central executive authority for physical culture and sports. It is advisable to deprive it of the function of current allocation of financial resources to ensure the maintenance of national teams in various sports, promote training meetings and other sports events. In contrast, it is an authorised state representative that ensures the implementation of the regulatory function of economic relations in the field of physical culture and sports. In order to implement it, it is necessary to learn the methods of strategic planning and forecasting, taking into account the identified priorities for the development of the sphere, the implementation of strategic

projects, the development of optimal personnel policy, information and scientific and methodological support for the functioning of economic entities, and conducting comprehensive targeted research.

It was determined that the "strategy for the development of physical culture and sports" is a scientifically based system of strategic goals, a set of tasks, measures, methods, and means of their implementation aimed at achieving a sufficient qualitative and quantitative level of development and functioning of the sphere of physical culture and sports in the medium and long term [23]. The effectiveness of state management of the development of physical culture and sports is the targeted implementation of social, economic, organisational functions of the subject of management for the development of the industry using optimally sufficient material, technical, financial, labour resources and, as a result, obtaining a socially useful, positive effect that can meet the intellectual, spiritual, physical needs of the population in the field of physical culture and sports [24].

In the leading countries of the world, the administration of the industry is the prerogative of the state and is carried out by the relevant central state executive authorities. At the same time, the differences lie only in the degree of decentralisation and the focus of certain powers to manage the industry at the level of regional entities. But it is precisely these differences in development that are important: legislative acts are mainly aimed at regulating the activities of institutions, organisations, enterprises of physical culture and sports, their relations with the state, defining mechanisms for financial and other types of security, social and other guarantees in the field, combating violence in sports, countering the use of prohibited substances, gender equality issues, etc. Consequently, the effectiveness of the development of public physical culture administration largely depends on the balance, optimality, proper functionality, flexibility, economy, sustainability, and efficiency of the relevant organisational administrative structures.

The implementation of physical culture and sports policy measures is based on four main categories of the population: athletes, students, adults, and people with disabilities. At the same time, measures of a general nature for all these social groups nowadays are: development of technical regulations, national standards and rules for the design and construction of sports facilities, as well as certification of services and products. Other measures taken by the state in order to implement the physical culture and sports policy are aimed at the target audience.

At the same time, even measures proclaimed by the state in the field of special categories of the population

(persons with disabilities and military personnel) in general are measures of other types of national policy, feeling the influence of both the specifics of the object of regulation and the actual needs of society in relation to the need to solve basic socio-political issues. Ensuring universal accessibility of sports infrastructure as a basic purpose of physical culture and sports policy occurs through the combined use of funds, conditionally divided into two categories. The first group of measures is designed to determine the real needs of the population for physical education and sports, including the development of professional services in this area. This category is exceptionally informational in nature, a permanent temporary basis since it provides both future measures to create sports infrastructure and current actions to maintain physical culture and sports facilities in proper condition.

The second group of events is directly related to the creation and operation of physical culture and sports facilities. However, not all of the measures used by the state in these two groups have been successfully formulated, and some of them have shortcomings in implementation. In particular, now the state should monitor the facts of the development of sports clubs at the place of citizens' residence or work, as well as the quality indicators of their activities. Thus, the problem of the possibility of developing sports clubs at the place of residence lies in the need to delegate administrative powers in this area to a special subject and society as a whole. Against this background, the general concept of forming the powers

of bodies that directly implement physical culture and sports policy also needs to be modernised. This is explained by the fact that physical culture and sports policy, like other political trends, is affected by the transition period, as a result of which not all its conceptual principles are properly implemented. The general availability of physical culture and sports infrastructure now only forms the basis for implementation and requires the use of special funds on the part of entities that manage in this industry.

Some problems of the physical culture and sports sphere reflected in the official programme documents are not fully formulated. The reason for this is a partial replacement of concepts. Very often, problems are called only certain factors that contribute to their occurrence and development, and in some cases, its negative result is considered as a problem. Trying to cover the whole complex of negative phenomena of the physical culture and sports sphere in this way, the state faces the impossibility of solving them in determining the time frame. This creates dependent sentiments both in society and in sports, allowing blaming the state authorities for the poor organisation of the declared political course every time. Because of this circumstance, it is necessary to reconsider approaches to the formulation of issues that should be resolved at the state level. First of all, it is necessary to clarify a number of controversial provisions in the official programme documents of the state physical culture and sports policy (Fig. 2).



Figure 2. Modern problems of physical culture and sports policy

Solving the officially recognised problems shown in Figure 2 in this area will allow the state to optimise

financial costs, achieve the effectiveness of its policy, and establish a constructive dialogue with representatives of

the sports sector. The realities of the current economic situation of subjects in the field of physical culture and sports emphasise the inadmissibility of using the former financial mechanism for solving the problems of physical culture and sports policy, in which the main burden of maintaining industry expenditures is borne by the regional budget. Today, a segmental approach to financing should be used, in which funds are spent not only by the state, but also by other entities. The ability of regional leaders to involve various subjects, including the business community and foreign investors, in the implementation of national policy in the field of physical culture and sports is an effective measure. At the same time, not all regions of Ukraine are active in solving the problems of the physical culture and sports sphere.

In state entities where the political elite does not develop physical culture and sports well, there is a situation when the state centre does not show interest in such regions. Conversely, in regions where these issues are actively resolved at the initiative of the authorities themselves, the share of state participation increases, in particular through the financing of other entities. It is noteworthy that the problems of financing and distribution of ownership forms for infrastructure facilities are not the only ones in the regional physical culture and sports sphere, but in individual subjects, they now cannot be considered as decisive due to the favourable environment for investment.

There is an attempt to use an independent approach of individual regions to search for and solve problems of the physical culture and sports sphere. This explains the situation in which there is a positive trend in the development of the industry in state entities, thanks to the coordinated work of the administrative and state apparatus, the availability of socio-economic resources, and contacts with direct participants in the physical culture and sports system. Usually, in such regions, industry problems are solved in stages according to their importance and taking into account the actual state capabilities in accordance with the impact. Considering these features, a specific set of tools is also developed, which allows gradually minimising problem areas within the development of physical culture and sports. As a result, there is a segmental approach to assessing the general state of the physical culture and sports sphere at the regional level, which makes it possible to concentrate the resources of the state entity on a specific range of issues that require, depending on the degree of negativity, an operational or step-by-step solution.

Thus, a considerable part of organisational structures in the field of physical culture and sports in Ukraine and their administrative bodies are the reason for the low level of efficiency of the economic mechanism functioning

of state management of education in the field of physical culture and sports, inappropriate use of necessary economic resources, financing of the inappropriate staff of the administrative apparatus. To solve this problem, it is necessary to implement legal and organisational reforms of the management system in the field of physical culture and sports, including targeted interaction with sports clubs that provide educational and sports services.

The development of education in the field of physical culture and sports in Ukraine can have a more effective continuation due to the optimisation of existing and reform of the latest administrative mechanisms, ensuring constructive interaction of administrative bodies of various levels and public institutions, in accordance with the current needs of state, regional and local levels in the process of providing targeted services in the field of physical culture and sports. Mechanisms of state administration of the development of physical culture and sports should be as appropriate as possible for the modern development of Ukraine, respond to possible internal and external current changes in Ukrainian society, and focus on the functional purpose of managing legal, organisational, and economic processes aimed at optimising the functioning of mechanisms of material and technical, financial, professional, and information support.

Conclusions

Thus, the development of physical culture and sports implies an increase in the number of people who consume the full range of services produced by such industries: health-improving sports, educational, recreational, rehabilitation. The strategic task of subjects in the field of physical culture and sports is the need for continuous and permanent improvement of the service quality, the internal quality management system. Quality management is one of the key priorities and activities of a modern physical culture and sports organisation. Improving the image of the state contributes to the successful performance of athletes in the international arena, in accordance with this, the development of high-performance sports is relevant. Furthermore, high-level athletes and sports broadcasts play an important role in popularising physical culture and sports, form a good example for the population, create shows and spectacles, thereby noting the role of entertainment for a wide range of viewers. Revision and improvement of the current system of public administration of the sphere of physical culture and sports in Ukraine in the current conditions is a defining necessity, which in the future should ensure high efficiency of the internal organisational system of physical culture and sports services sphere administration that meet international standards.

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