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ABOUT FITNESS PROFESSIONALS (COACH, INSTRUCTOR) AND THEIR COMPETENCE

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Annotation. *This article is talking about Fitness professionals and their abilities (competencies) they have to possess in modern market conditions.*

Not so long ago the word "Fitness" came into our lives and it derives from the English word "Fit". The word "Fitness" does not have any exact (unambiguous) synonyms, but at the same time it can be replaced by a number of definitions, such as "fit", "vigorous", "well adapted", "healthy", "prepared". A definition "To be Fit" is very popular among speakers of English.

Most scientists interpret [3, 6] the term "Fitness" as a set of measures to diversify a person's development, improving their health. In practice this comes about through weight training, aiming to develop general strength and increase muscle mass; aerobic training that aims to develop cardio-vascular abilities; flexibility training and development of healthy eating habits and a healthy lifestyle.

The term "Physical Education" is very close to the term "Fitness". However, it should be noted that Fitness could also be considered as a type of a Sport that has appeared relatively recently and it maintains its popularity among a lot of people who are not looking to compete, but primarily are interested in improving their general health and getting fitter.

"General Fitness" has become the most widespread and popular concept nowadays. Its main task is to give a person the ability to lead an active personal and professional life without impacting their health.

Fitness has appeared as a result of large-scale research that was conducted in the United States in the 1980s. The purpose of it was to find out the general health of the population, assess the level of Americans' physical activity and determine the correlation between these and to study how this was implemented in day to day as well as professional life.

Despite the fact that the research was done in the US and that the standards were applied to the American nation, the popularity of Fitness as a way of getting people healthier showed its versatility and value to the rest of the world.

There are a number of factors that determine how successful one can be in getting fitter and healthier: exercising regularly, having a balanced diet, getting enough sleep and rest to be able to recover and saying no to any bad habits. Moreover, these factors should also correlate with the psychological and physical state of a person, their motivation and personal interests.

At the same time, the fact that there are still not many people who exercise regularly suggests that nowadays this aspect of public life is clearly "losing out" to others in popularity. This could be as a result of old traditional attitudes of professional education being applied in the field of Physical Education and Sport.

The majority of professionals in this field have got Pedagogical Education. Usually they lack some management, organisational and economical skills, despite having sufficient qualifications. This is due to stereotypes of the pedagogical model of Physical Education and Sport.

Professional Education that exists nowadays develops a defined range of functional responsibilities, with extensive use of traditional forms and commands a fixed salary for its practitioners. However, the free labour market with inherent competitive relationships demands that professionals: be flexible and have a "sharp reaction" depending on the current demands of Physical Education and Sport; to be able to adapt quickly and be mobile; have an ability to change the content of proposed programmes almost immediately as well as their ways of presenting them to the customers; and have a willingness to look out for fresh niches to expand professional knowledge and being ready for any kind of uncertainty and variability.

The new educational paradigm requires from a professional person not only fundamental knowledge, professional skills and abilities but also some experience in research and creative activity and experience in social evaluation. In essence, a specialist must be competent and competitive.

The level of competitiveness of a professional is determined by the degree of compliance to objective socio-economic conditions, requirements of professional activity and their personal and professional qualities. Competitiveness itself is a mixture of professional characteristics that determine his professional status

and ranking position in the industry's labour market and how highly his services are in demand.

Assessing or measuring the end result of professional activity in our opinion is the only scientific way to judge the competence of a Fitness specialist (trainer or instructor). Any professional would be competent to the extent that his job meets the requirements of his professional activity.

Professional competence of a fitness specialist (trainer or instructor) is multifaceted which in a generalised form includes social, information-marketing, constructive-projective, organisational, communicative, reflexive-motor and self-educational components which in turn provide the presence of value orientations, knowledge, skills and experience in sport and pedagogical and health activities.

Analysis of literature sources [1, 2, 5, 6] reveals a number of competencies that a fitness professional (trainer or instructor) should possess.

They should include:

- ability to use their knowledge of the theory of sport training, medical, biological and psychological bases of training as well as maintaining hygienic conditions during classes or sessions;
- ability to motivate people to exercise;
- ability to design long-term and operational plans and programmes of classes in widely played sports;
- ability to use special coaching tools and methods to prevent injuries and diseases during their professional activity;
- ability to organise rehabilitation activities based on age and gender;
- ability to improve sport skills of an individual during the process of training, teaching how to master proper technique;
- ability to self-control and being able to evaluate the process and results of coaching activity and maintain their own fitness level.

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Шпомер О.О.

ІННОВАЦІЙНІ ПІДХОДИ ФІЗИЧНОГО ВИХОВАННЯ І СПОРТУ СТУДЕНТСЬКОЇ МОЛОДІ

Академія Виховання Фізичного Юзефа Пілсудського
(м. Варшава)

Анотація: у публікації розкривається тема, в який спосіб, можна використати доступні нам ресурси для заохочення молоді до сучасних форм і методів руху, враховуючи їх фізичні здібності та зацікавленість у сучасному швидкозмінюючому світі.

Annotation: The publication reveals how we can use the resources available to us to encourage young people to modern form and methods of movement, adapting to their predisposition and interest in today's rapidly changing world.

Celem mojej pracy jest, zaprezentowanie możliwości oddziaływań wychowawczych instytucji i pedagogów, trenerów na młodzież w ramach populacji sportu oraz wartości wychowawczych. Warto zwrócić uwagę na propagowanie różnych dyscyplin sportowych, które będą bezpłatne. Miasto powinno zainwestować w instruktorów i trenerów ta organizacji imprez sportowych całych rodzin.

Owo wychowanie wiąże się ze wspieraniem studentów w rozwoju zdrowotnym, fizycznym, psychicznym, estetycznym,