

Conclusion

1. The Olympic Games can generate substantial economic benefits but carry high risks of budget overruns.
2. The primary revenue sources include broadcasting rights and sponsorship contracts, while infrastructure projects constitute the largest expenses.
3. Long-term economic efficiency depends on the host city's ability to utilize sports facilities effectively post-Games.
4. Successful Olympic Games can drive economic growth and tourism development, whereas mismanagement can lead to financial difficulties.

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FORMATION AND DEVELOPMENT OF WOMEN'S WRESTLING IN THE OLYMPIC GAMES PROGRAM

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Abstract. *The article analyzes the formation and development of women's wrestling in the Olympic Games program. The trends in the development of this sport and the high interest of society in this phenomenon are revealed.*

Keywords: *women's sport, freestyle wrestling, Olympic Games*

Анотація. *В статті проаналізовано становлення і розвиток жіночої боротьби в програмі Олімпійських Ігор. Виявлено тенденції розвитку даного виду спорту та високу зацікавленість суспільства щодо цього явища.*

Ключові слова: *жіночий спорт, вільна боротьба, Олімпійські Ігри.*

Introduction. The active work of feminist organizations advocating for absolute equality of men and women in all spheres of public life, including sports, has led to the inclusion in the Olympic Games program of competitions for women athletes in sports that were previously considered to be absolutely male [1, 2, 7]. These sports include freestyle wrestling, which the World Wrestling Federation (at that time - FILA) singled out as a separate discipline, calling the competition among female athletes women's wrestling. In the 80s and 90s of the last century, world and continental championships in women's wrestling began to be held, and in 1997 the IOC decided to include it in the form of demonstration performances at the Games of the XXVII Olympiad (2000). After that, women's freestyle wrestling has been included in the Olympic Games program since 2004 as a relatively independent discipline [8].

The purpose of the study: to analyze the formation and development of women's wrestling in the Olympic Games program.

Research methods: method of system analysis; method of analysis and synthesis of documentary materials; method of primary domestic experience; method of comparison and abstraction.

Results of the research. It should be noted that the attitude to women's wrestling on the part of many experts and even the leaders of the FILA was often condescending and even dismissive. Most of the leading coaches were highly skilled wrestlers themselves and, due to the prevailing gender preferences, could not understand the reasons for women's motivation to such a primordially male sport as wrestling [5].

Some scientists were even more negative about women's wrestling [7], who classified it as a sport that is "absolutely unacceptable in light of natural and established ideas about the differences between men and women." Medical professionals

believed that strength sports often harmed women's reproductive systems [4].

It should also be noted that many foreign experts were rather negative about the too slow, in their opinion, development of women's disciplines in the Olympic Games program [6]. Moreover, it was from abroad that the idea came, which is now being implemented, that an optimally balanced Olympic Games program should include an absolutely equal number of competitions for men and women. At the same time, it is safe to assume that the global feminization of sports and the Olympic movement significantly increases women's opportunities for self-improvement and self-realization, and professionals should take this into account and create highly effective training programs to achieve high sports results with minimal risk to the health of female athletes.

One of the most relevant areas of research on the peculiarities of women's freestyle wrestling is to determine the prospects for its development and preservation of the Olympic status. The analysis of the results of competitions shows that women wrestlers participated in three Olympics in four weight categories, and, starting from the 2016 Games, in six weight categories, having won a total of 30 sets of awards [1, 3].

The undisputed leaders of these competitions are Japanese athletes, who won a total of 26 medals (19-3-4). The achievements of women wrestlers from other countries are much more modest: US women wrestlers have 13 medals (4-3-6); China has 12 medals (2-4-6); Canada has 2 medals of each type; Russia is in fifth place with 7 medals (1-4-2); Ukraine has won 1 gold, 1 silver and 2 bronze medals, and Germany has 1 gold medal. Athletes from Azerbaijan (0-2-4), Bulgaria (0-2-3), Kyrgyzstan (0-2-2), Kazakhstan (0-1-4), Belarus (0-2-1) and Cuba (0-1-1) also achieved notable success. Ecuador, Nigeria and Moldova each won 1 silver medal. 3 bronze medals were won by athletes from Colombia. Women wrestlers from Poland, France, Sweden, Turkey and Mongolia won 2 bronze medals each, and athletes from India, Spain, Tunisia, North Korea and Norway won 1 bronze medal each [9].

Thus, the Olympic medalists included women wrestlers from 27 countries in Europe, Asia, North and South America, and Africa. It is worth noting that after 2016, representatives from 18 countries were among the winners.

The achievements of Japanese women wrestlers are particularly impressive. Most likely, such outstanding successes of Japanese athletes in freestyle wrestling are explained by national traditions, as well as ethnic and ethno-psychological characteristics of women in this country, which contribute to the creation of an optimal structure of athletes' skills with the possibility of its adequate implementation in conditions of extreme competition.

The priority in terms of the number of medals belongs to athletes from the Asian continent, although the success of women wrestlers from Europe and America is also quite significant, and the level of competition and the geography of winners increase with each Olympics. It should be noted that over the past two Olympic cycles, representatives of South America and Africa have significantly improved their results.

All of this emphasizes the high prospects for the development of women's freestyle wrestling as a full-fledged member of the Olympic movement.

One of the further priority directions of solving the problem of scientific substantiation and improvement of the system of training of female athletes in freestyle wrestling is the analysis of their competitive activity. The relevance of this problem is especially obvious, since after the 2012 Olympics the rules of competition and regulations of matches in wrestling were fundamentally changed. Firstly, the number of periods of each bout was reduced (from 3 to 2) while their duration was increased (from 2 to 3 minutes). Secondly, the total summation of points for technical actions performed during the entire fight, rather than each period separately, has been returned. Thirdly, the system for evaluating technical actions and wrestlers' activity has been significantly changed.

These changes, as well as many others, less significant ones, are aimed at increasing the spectacle and popularity of wrestling, including women's wrestling. In this regard, it is very important to establish the degree of influence of the introduced rule changes on the nature of the wrestlers' competitive activity.

Conclusion. Thus, the changes in the rules of wrestling competitions introduced by the FILA (UWW) after the 2012 Olympics significantly affected the content and structure of women wrestlers' matches, significantly increasing the effectiveness of technical actions, significantly increasing the duration of bouts and fundamentally changing the ratio of the quality of victories. All of

this has greatly complicated the competitive activity of female athletes and requires a serious revision of the leading aspects of technical and tactical training in accordance with the changed conditions of this activity in modern women's freestyle wrestling.

In addition, a significant increase in the number of participants and awards of the Olympics in the women's part of the wrestling program requires a significant increase in attention to women wrestlers and an increase in the effectiveness of scientific research aimed at the systematic study of women's wrestling.

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ІСТОРИЧНІ АСПЕКТИ РОЗВИТКУ ЗИМОВИХ ВИДІВ СПОРТУ НА КРЕМЕНЕЧЧИНІ

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Анотація. У статті розкриваються історичні аспекти розвитку зимових видів спорту на Кременеччині (стрибки на лижах з трампліну, лижне двоборство, санний спорт) та хронологія участі спортсменів Кременеччини на зимових Олімпійських іграх.

Ключові слова: стрибки на лижах з трампліну, лижне двоборство, санний спорт, Олімпійські ігри.

Annotation. The article reveals the historical aspects of the development of winter sports in the Kremenets region (ski jumping, biathlon, luge) and the chronology of the participation of athletes from the Kremenets region in the Winter Olympic Games.

Keywords: ski jumping, biathlon, luge, Olympic Games.

Географічне розташування міста Кременця робить місто чудовою й рельєфною місцевістю для занять зимовими видами спорту. Кременець має велику історію і причаровує туристів своєю неймовірною магією та мальовничою природою, зокрема кременецькими горами. Кременець також зачаровує руїнами древнього замку зі своїми легендами, величними костелами, будинком-музеєм класика польської літератури Юліуша Словацького, а також єдиною в Україні дерев'яною санною трасою та комплексом лижних трамплінів [2].

Зимові види спорту на Кременеччині мають давні традиції. Ще в 1930х роках на мальовничих околицях Кременця були побудовані перші трампліни, прокладені лижні траси. Завдяки