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OPPORTUNITIES FOR THE DEVELOPMENT OF HUMAN RESOURCES IN THE INDUSTRY OF PHYSICAL CULTURE AND SPORTS IN THE REPUBLIC OF BELARUS

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The article is devoted to the personnel potential of the industry of physical culture and sports. Considered a multilevel system of training specific to this industry. Possibilities of development of personnel potential of the industry.

The development of the industry of physical culture and sport (PhCS) is considered to be one of the most important areas of public policy, and in its turn, an effective tool for the improvement of the nation and strengthening the image of the Republic of Belarus at the international arena [4]. The national security concept of the Republic of Belarus [6] is to increase the overall level of population health and it is a one of the most important national interests.

Integrated regulation of PhCS, as a sector of the economy, is realized by all the functionaries of the system, and with the help of its material and production elements, which belong to the different sectors of the economy, and is aimed at creating a single economic complex. This statement, allows to full characterize PhCS as a full-fledged sector of the national economy of the Republic of Belarus.

Sectorial labor market in the sphere of PhCS in the Republic of Belarus presents a multi-level system of training, which includes institutions of secondary and higher education, and specialized educational-sports institutions. Higher education institutions of the Republic of Belarus are presented in their turn by two stages of higher and postgraduate education aimed at scientific support of the industry and obtaining the highest qualification in various areas.

The number of employees and students in the industry is constantly increasing (Fig. 1).

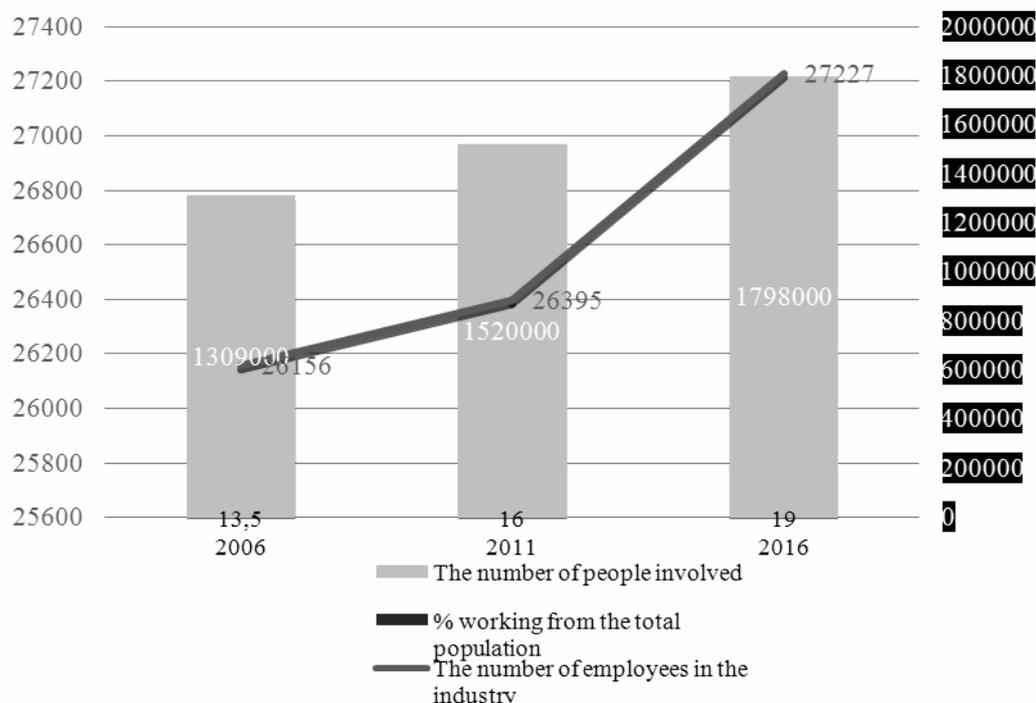


Fig. 1. Dynamics of the number of student and workers in the sector of PhCS in the Republic of Belarus, people

Source: own development based on data analysis [3–5].

In order to train the sports reserve and high-class athletes a system of specialized educational-sports institutions is created including secondary schools – vocational schools of the Olympic reserve, training-sports

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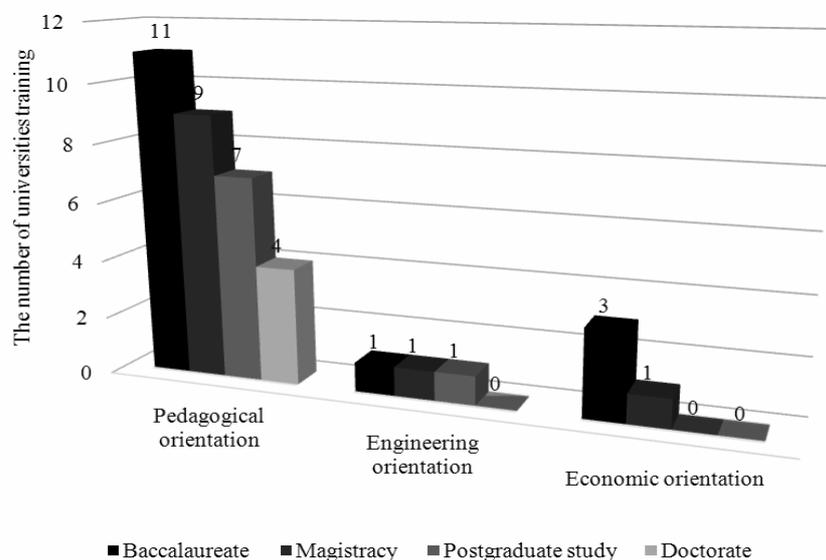
departments according to the kind of sport, specialized sport classes, youth sports schools, specialized youth schools of Olympic reserve, schools of higher sports skills, the centers of the Olympic training.

According to the State program of physical culture and sports development in the Republic of Belarus for 2016-2020 [5], it is necessary to improve human resources in PhCS, including not less than 3.2 thousand people at the first stage of higher education, at least 185 people at the second, as well as 80 scientific workers of higher qualification.

The process of physical and sports activities and training is a pedagogical process. Personnel training for the industry of PhCS at higher educational institutions of the country was carried out only in the specialty of "Physical culture". It imposed certain restrictions on the personnel potential of the industry in other areas (engineering, medical, management, economic, etc.).

At the present stage significant changes have taken place, institutions of higher education of the Republic of Belarus have developed programs for training in diversity of specialties. The system of multilevel higher education provides an opportunity to get not only the bachelor's degree but also the master's degree or a scientific degree.

In the system of the Ministry of education of the Republic of Belarus personnel for PhCS industry is trained at universities in several areas: pedagogical, engineering and economic (in the context of other industries) (Fig. 2).



* – as part of specialization; ** – the program of practice-oriented course

Fig. 2. Human resources in the industry of PhCS of the Republic of Belarus according to training courses at higher educational institutions

Source: own development based on data analysis [1, 2, 7–9].

For pedagogical aspects of the industry, the training is being conducted by 11 universities [1, 2, 7–9, 11–14, 16, 17]. The first stage is represented by diversity of professions, "Physical culture" can be considered prevailing, has wide geographic distribution in the country and includes many specializations. Belorussian state University of physical culture and sports [11], and even other universities also offer training in several other specialties: "Physical culture (therapeutic, preschool)", "Improving and adaptive physical culture", "Physical rehabilitation and ergo therapy" and "Sports-pedagogical activity".

Pedagogical training at the second stage of higher education in the specialty of "Theory and methodology of physical education, sports training, improving and adaptive physical culture", is provided by all the marked universities [1, 2, 7, 9–14, 16, 17], in addition to Baranovich state University. The possibility of obtaining postgraduate education in the specialty of "Theory and methodology of physical education, sports training, improving and adaptive physical culture" is provided by 7 universities [1, 7, 10, 11, 13, 16] and only 4 of these have opened the doctoral program [1, 11, 10, 16].

On engineering specialties, preparation is offered by 1 University of the country [19], which in addition to bachelor's degree programs ("Technical support of sports facilities operation", "Technical support of sports technology," "Design and manufacture of sports equipment") and master's degree programs ("Methods and means of technical support of physical culture and sports"), also offers post-graduate courses ("Methods and

means of technical support of physical culture and sport").

The economic training at the universities of the Republic of Belarus is realized only in the specialty of "Business administration", as a form of specialization: "Entrepreneurial activity in the sphere of physical culture, sport and international tourism". Training in this specialization is carried out only by three institutions [9, 15, 19], and the preparation at the second stage can be characterized as a practice-oriented course on the specialty of "Economics" of a master program "Economics and psychology of sport" [18].

While summarizing the results of the analysis of training at the universities of the Republic of Belarus for the PhCS industry in educational, engineering and economic fields, it can be noted that the results illustrate the first attempts to open new specialties of an economic profile for the industry, hence there is demand for specialists in this area. Opening of specialties of new generation will contribute to the integration of the educational system of the Republic of Belarus into the world educational space (Bologna process).

Because of these processes it becomes clear that professional sport needs not only professional sportsmen, coaches, sports engineers, but also professional economists, managers, financiers and accountants. Professional sports needs people who will be able to calculate the cost of building sports facilities or of major sporting events and will not possess only fragmentary knowledge about finance, management, marketing, who will be familiar with the products (goods, services) of professional sports organizations.

The task of economic evaluation of sporting events is of current interest, especially with the reduction of budgetary allocations and evolving competitive environment around these funds. In changing market conditions, there is a question of effective realization and regulation of the allocated funds.

Taking into account everything mentioned above it would be rational to open a new economic specialty of the first level (bachelor) of higher education for the industry of PhCS of the Republic of Belarus, such as "Economics of professional sports" and add it to the National classifier of the Republic of Belarus, in connection with the need of highly qualified specialists of this qualification in all regions of the country.

The Republic of Belarus is a state where such organizations as football, hockey, handball, basketball and volleyball clubs and other professional sports organizations are being developed. Specialty "Economics of professional sports" is of special importance for the leading professional sports clubs in team sports. Professional athletes of these clubs increase the potential and affective performance of the national teams of the Republic of Belarus.

The largest sports organizations in the country are the National Olympic Committee, federations (associations) according to the kinds of sport, professional sports clubs (hockey Dinamo Minsk, football BATE Borisov, basketball Tsmoki-Minsk and others).

The efficiency of sports organizations (enterprises) of a city, a region and of the Republic of Belarus in general depends on the level of knowledge and skills of the specialists in the field of Economics of professional sports. Thus, these organizations are potential employers for graduates of specialty "Economics of professional sports".

Today there is an acute problem of employment of graduates of educational institutions in the whole country, but for the industry of PhCS, there is a relatively easy solution, due to the fact that a large part of the professional staff carries out professional activity in various educational institutions of the country. This aspect allows all young professionals to obtain their first job after graduation.

Bachelor's program in this specialty is not opened, and it should be noted that because of the lack of specializations of economic direction for the industry of PhCS in higher educational institutions, the need of economic entities of PhCS industry in highly qualified personnel cannot be satisfied. This is a prerequisite for the development of the specialty "Economics of professional sports".

After the first stage of education in the specialty of "Economics of professional sports", there is the necessity to continue training for graduates (master's degree), as well as to obtain research experience (postgraduate, doctoral). In connection with the given statement there is a need for restructuring of programs of graduate (master's degree) and postgraduate (postgraduate, doctoral) education.

Some additions made to the list of industries and activities in the specialty "Economics and national economy management" could become the solution of the problem. It seems possible to add "sport" to the list of industries and spheres of activities at all levels of (graduate, postgraduate, doctoral) education.

For the sake of preserving and strengthening the competitive sports capacity of the state, and to prevent the outflow of talent to foreign countries, it is necessary to create conditions for further education of talented youth in the sphere of Economics of sports in the Republic of Belarus.

Improvement of the personnel potential of the PhCS branch is aimed at creating in the Republic of Belarus of a multi-level system for continuous training of specialists in economics for the main economic entities of this sector in current market conditions.

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