

## FORMATION OF PUBLIC POLICY IN THE FIELD OF PHYSICAL EDUCATION AND SPORTS IN UKRAINE

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**Abstract.** *The development and promotion of sports in society are crucial concerns for governments worldwide, including Ukraine. The purpose of this study is to examine the current state of physical education in Ukraine and create concepts of possible ways to improve this situation. Methods of analysis, synthesis, and sociological survey were used. The key principles governing state involvement in physical education and sports in Ukraine are outlined, forming the foundation for effective state policies. The primary responsibility of the state is to effectively organize and address the fulfilment of societal needs, promoting the prestige and well-being of the nation. In recent years, numerous discussions have arisen regarding the outdated nature of Ukraine's sports system, which fails to align with contemporary realities, yields unsatisfactory results, and necessitates significant reforms. Additionally, evidence has demonstrated a problem with the antiquated organisation of work, resulting in stagnation and a lack of progress. The priority of Ukraine should be the development of sports of higher achievement and mass sports for various social groups. In any conditions, sports must develop and our champions today and tomorrow must have all the available conditions to practice it. The authors emphasise that it is also necessary to create modern infrastructure and make it accessible to all segments of the population. This study will be useful for representatives of executive and legislative authorities.*

**Keywords:** *sports governance, hierarchy governance, state funding, principles of public management, mass sport.*

**Reikšminiai žodžiai:** *sporto valdymas, hierarchinis valdymas, valstybės finansavimas, viešojo valdymo principai, masinis sportas.*

### Introduction

The article addresses a significant scientific problem in the field of physical culture and sports, particularly focusing on the current state and development in Ukraine. The essence of the problem lies in the discrepancy between the existing system's ideological, scientific-methodological, organizational, legal,

and financial conditions and the needs and expectations of the public, as well as European standards. This study gains its novelty by exploring the unique challenges faced by Ukraine, transitioning from a Soviet legacy in sports development to a system more aligned with democratic and market-oriented values.

Existing scientific studies on this subject, such as the works of Lasytė, Morgunov, and Kostrub, primarily focus on the distinction between high-performance and mass sports, the role of sports in national prestige and public health, and the need for decentralized management in sports. Nevertheless, these investigations frequently neglect the unique complexities and difficulties inherent in the Ukrainian context, particularly considering the impacts of the post-Soviet era.

The purpose of this study is to conduct an exhaustive analysis of the state policy in the field of physical culture and sports in Ukraine, identifying the main obstacles and providing actionable recommendations for improvement. The tasks encompass examining the current state of the sports system, understanding the roles of various stakeholders, analyzing the infrastructure and resource challenges, and considering global perspectives for comparative insights.

The research methodology includes a comprehensive survey involving 1794 respondents, representing a diverse demographic and social spectrum. This approach, combined with an analysis of existing literature and global case studies, provides a multifaceted view of the issues at hand.

Key results from the study indicate a significant need for reform in Ukraine's physical culture and sports policy. The challenges highlighted include a lack of a unified state policy, inadequacies in the legislative framework, insufficient funding, and a general misalignment with modern realities. The recommendations put forth include implementing comprehensive reforms, delineating stakeholder responsibilities, sustaining funding, and adopting a project-based approach for systemic improvements. These findings not only contribute to the academic discourse but also offer practical implications for policy-making in Ukraine's physical culture and sports sector.

Physical culture and sports play a significant role in the life of modern society at many levels: health of the nation to forming the image of the state in the international arena, from a social adaptation of the population to promote the sustainable development of the state.

Yes, it is worth emphasising that physical culture and sports are directly related to the quality of life of all age groups of the population: comfortable access to sports sections, clubs, and playgrounds is an incentive for physical activity of various categories of the population, regardless of race, gender, state of health and other characteristics that should not be reasons for limiting sports activity; high-achieving sport is an important sphere of professional life an important sector of the economy for the state as well as a means of strengthening Ukraine's international authority on the world stage.

The ongoing enhancement of the process for shaping and executing public policies in the realm of physical culture and sports holds particular significance in the era of globalisation and Ukraine's European integration. As a member of the globalised community, our nation must consider the prevailing trends in global development, including those in the domain of physical culture and sports, and adapt successful experiences from other countries to suit our own context. Such implementation can yield positive outcomes and progress within our own circumstances.

In the context of rapid changes and dynamic development inherent in globalisation, public policy in sports must constantly adapt and adjust to the demands of modern life. The problem statement revolves around one of the key priorities of Ukraine's humanitarian policy, which is the establishment of stable traditions and motivations among the population regarding physical education and mass sports. This is seen as a crucial factor in promoting a healthy lifestyle, preserving and enhancing citizens' health, increasing productivity, extending active life expectancy, preventing diseases, organising meaningful leisure activities, fostering humanistic values, and facilitating comprehensive and harmonious personal development. Another goal is the establishment of Ukraine's international sports authority.

However, despite the advantages associated with the European approach to the development of the physical culture and sports industry, Ukraine currently faces significant obstacles that hinder progress

in this area. These obstacles include the absence of a unified and systematic state policy, an imperfect legal framework, inadequate budgetary funding, and ineffective mobilisation of non-budgetary resources. Furthermore, there is a lack of interdepartmental coordination and cooperation between state authorities and local self-governments. Insufficient accountability for non-compliance with legislative and regulatory requirements regarding physical education, inadequate financing of scientific research and training of scientific and pedagogical personnel in the field of physical culture and sports, and a low level of information and technological support for the sports movement are additional challenges.

The main objective of this research is to conduct a comprehensive analysis of the current issues in the formation of public policy in the field of physical culture and sports in Ukraine. It aims to provide practical recommendations for the creation of an effective system of public management that fosters the development of physical culture and sports in the country.

A. Bazenko (2017) studied the influence of the experience of European countries on the development of physical culture in Ukraine. The author successfully analyzed foreign experience in detail and formulated assumptions about its implementation in the Ukrainian political system. However, the focus of this research was specifically on European countries, without emphasizing the peculiarities of Ukraine. N. Boretska (2018) in her article drew attention to the importance of sports as an element of state policy, and was able to explain in detail the importance of physical culture in this type of activity. Also, in this context, the research of O. Morgunov (2019), who in his article considered the issue of sports culture in the field of public administration, is important. These articles should be approached comprehensively, as they focused on different elements, and they complement each other. The development of sports culture in the context of jurisprudence was studied by A. Paliukh (2020), who managed to explain in detail all aspects of this issue. S. Khadzhyradieva (2019) was able to describe in her research the issue of behavioral features of public administration bodies in the field of sports culture development.

Without diminishing the importance of the scientific work of the above-mentioned scientists, it should be stated that the problems of forming an effective public policy regarding the functioning and development of physical culture and sports in Ukraine remain relevant at the moment.

The novelty of the research lies in providing practical recommendations for the formation of an effective system of state policy in the field of physical culture and sports in Ukraine based on the conducted survey.

## **Materials and Methods**

To promote the development of physical culture and sports, including sports infrastructure, and gain an accurate understanding of the social reality pertaining to sports infrastructure and the system of measures aimed at the advancement of physical culture and sports in Ukraine, a survey was conducted using remote technologies.

1794 respondents took part in the study. Sampling is quota (by gender, age, and education), and nested (by type of settlement). The distribution of the interviewees according to the following categories: parents of children engaged in sports and physical culture activities - 1,502 persons; sports trainers - 116 people; students of IHE in the field of sports - 176 people (Table 1).

The sample of respondents was derived from a diverse range of sources, primarily parents of children and adolescents engaged in sports at playgrounds, sports clubs, and sports halls. Surveys were conducted through social networks and targeted groups, including managers. Additionally, students from sports institutes such as the National University of Physical Education and Sports of Ukraine (Kyiv), Lviv State University of Physical Culture (Lviv), Ternopil Pedagogical Lyceum with a sports profile (Ternopil), Kharkiv National Pedagogical University named after H. S. Skovoroda (Kharkiv), Zhytomyr Ivan Franko State University (Zhytomyr), Kolomyia Institute of Prykarpattia National University named after Vasyl Stefanyk (Kolomyia), Kremenchuk National University named after Mykhailo Ostrogradskyi (Kremenchuk), Pereyaslav-Khmelnysky State Pedagogical Grigory Skovoroda University (Pereyaslav-Khmel-

nytskyi), and others were included. Furthermore, sports coaches of various categories, qualifications, and sporting disciplines were also part of the respondent sample.

The research was conducted using an anonymous electronic questionnaire. The questionnaire was developed using the Internet-service “Google Forms”, which allows you to accumulate respondents’ data, and form answers in the form of tables “Excel”, applicant, ion,s, and forms. Access to the questionnaire is possible using various types of electronic devices: PC, tablet, and smartphone.

The survey took place on May 15 - September 18, 2022. The questionnaire includes validation questions aimed at assessing the current state of physical education and sports. It covers various aspects such as satisfaction with training facilities, factors that encourage or hinder participation in physical education and sports, sources of funding for sports programs, motivation to engage in physical culture and sports for social well-being, health maintenance, and a healthy lifestyle. It also examines the availability of physical culture and sports opportunities during leisure time in the region, the implementation of state policies in the field of physical culture and sports in Ukraine, and other related topics.

These were three questionnaires for different groups of respondents: parents, students, and coaches. As a result, 1794 completed questionnaires were received.

The distribution of the sample of respondents is presented the Table 2.

Survey instrument: One of the keys focuses of our research is the advancement of physical culture

**Table 1. Sample representativeness and methodology**

<b>Sample size</b>	<b>1794</b>
Population	5736900
Representativeness	≥2.5%.
Survey method	CAWI (Computer-Assisted Web Interview)
Weighting method	No weighting
Recruiting for the panel	1502 people (83.72%) parents of children engaged in sports and physical cultural activities; 116 people (6.47%) are sports coaches; 176 people (9.81%) are students of universities in the field of sports

Source: compiled by authors.

**Table 2. Selection criteria for representative samples**

<b>Allocation respondents</b>		<b>Sample, %</b>	<b>Number of respondents</b>
Selective groups	father/mother	83,72	1502
	students	9,81	176
	trainer	6,47	116
Gender	male	40,9	733
	female	59,1	1061
Age	16-24 years old	11,3	204
	25-34 years old	15,7	282
	35-44 years old	50,7	910
	35-44 years old	19,0	342
	55-64 years old	2,7	49
	65 +	0,4	7
Location	countryside	7,2	130
	a city with a population of up to 50.000 people	14,65	263
	a city with a population of 50.000 to 99.000 people	12,07	228
	a city with a population of 100.000 to 500.000 people	29,7	534
	a city with a population of over 500.000 people	35,6	639

Source: compiled by authors.

and sports. As part of this effort, our respondents were asked to provide their input on the question, "Does the sports section where your child trains receive financial support from the budget (either state or local)?" (Category: "Father/Mother").

## Results

According to the current legislation, physical culture and sports are recognised as a priority in the state's humanitarian policy. They are seen as important factors in the holistic development of individuals, the promotion of a healthy lifestyle, the pursuit of physical and spiritual excellence, the fostering of patriotic sentiments among citizens, and the cultivation of a positive international image of the country. Physical culture, while not diminishing the significance of other developmental factors, plays a crucial role in increasing social and labor activity, satisfying moral, aesthetic, and creative needs, facilitating interpersonal communication, fostering friendly relations between nations, and promoting peace.

Supporting the viewpoint of researcher V. Bazenko, it is recommended to consider sport as an integral part of physical culture and the key aspect for individuals to excel in various physical exercises, technical and intellectual training, and competitive activities. The societal value of sport lies in its effective promotion of physical culture among diverse segments of the population. However, this aspect is currently a cause for serious concern due to significant deviations in physical development and health among children and adolescents. Rapidly increasing chronic rheumatic diseases, heart conditions, hypertension, neuroses, arthritis, obesity, and other health issues pose a considerable challenge within the younger generation.

Global experience demonstrates that lifelong physical activity contributes to disease prevention and the enhancement of overall health. However, scientist O. Morgunov highlights that Ukraine ranks among the lowest in terms of average life expectancy in Europe. Only 13% of Ukraine's population engages in physical culture and sports, significantly trailing countries like Finland, Sweden, Great Britain, the Czech Republic, and Germany. Notably, as emphasized by scientist N. Boretska, the adult population's participation in physical education and sports in Ukraine is significantly lower than in leading European countries. Only one in three men and one in five women engage in physical education and sports on average, and even lower rates are observed in rural areas. In comparison, countries like Great Britain and France have participation rates exceeding 65%, while the figures reach 72% in the Netherlands and 80% in Finland.

Furthermore, researcher A. Paliukh highlights negative factors that hinder the widespread adoption of sports in Ukraine. These factors include the inconsistency of current sports legislation with modern requirements, inadequate physical culture infrastructure that fails to meet societal needs, limited logistics for children and youth sports and sports reserves, insufficient scientific development and funding in the field of physical culture and sports, inadequate promotion of a healthy lifestyle in youth sports, unsatisfactory material and technical conditions, and insufficient budget allocation and ineffective mobilization of extrabudgetary funds. Additionally, the absence of state sports lotteries, which serve as a significant funding source in many European countries, and the incomplete system for training and advancing specialists, low wages, and an insufficient number of physical education and health instructors further contribute to the challenges faced.

As a result, the state is compelled to continually reassess its approaches to optimizing the management system in the field of physical culture and sports. This is evidenced by numerous editions of the Law of Ukraine "On Physical Culture and Sports," repeated attempts to develop an effective program based on a unified conceptual framework, and constant changes in the system of public administration bodies in this sphere, often driven by subjective factors such as improper nomenclature, correspondence to the socio-political situation, and shifts in the political landscape.

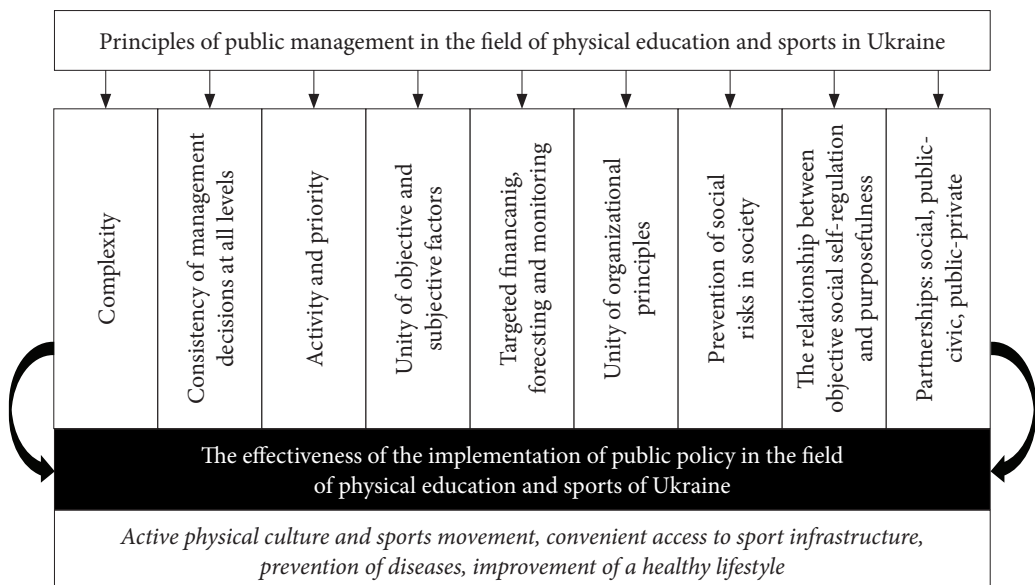
In general, the activity of the state in the field of physical culture and sports contains a significant component of public interests: the health of the nation, working capacity the ability to perform functions that require special physical capabilities of a person the resistance of the population to certain diseases ensuring appropriate conditions for mass sports events, etc.

It is worth emphasising that the main subjects of the field of physical culture should be physical culture and sports clubs, which can be communal, private, or public organisations according to their organisational and legal form in terms of their commercial activities, and commercialisation of relevant services (Fig. 1).

Fig. 1. illustrates the integrated key principles of public management in the field of physical education and sports in Ukraine based on which an effective public policy in this field should be built. In turn, the implementation of an effective physical culture and sports policy will contribute to the active involvement of the population in physical and sports activities. Yes, it is, worth justifying each principle in more detail.

*The principle of comprehensiveness of public administration* in the field of development of physical culture and sports consists in the interconnection and interaction of all its independent subjects, structures, systems, and levels aimed at its development and reproduction processes. Complexity involves: identifying the features and orientation of various forms, methods, and means of influence and filling them with innovative content to increase their potential opportunities for further implementation; combining the efforts of various subjects of state regulation with the form of values that have the greatest impact on the formation of personal potential and public personality; creation of conditions for alternative and independent activity of all elements of public administration subjects; formation of foundations on based on a complex, balanced, weighted, multi-level and integral system of activity of its social subjects.

*The principle of consistency of management decisions at all levels of government* consists in the redistribution of powers in the implementation of its programs and measures between the center and the regions in favor of the latter, which will enable more effective and optimal implementation of such policies at the regional and local levels. An acceptable model of this policy should combine aspects of integrity and diversity with a certain shift in emphasis to local executive bodies. Decentralisation will not only reduce the effectiveness of the relevant programs and on the contrary will increase them as it will enable specific local entities to implement their functions more productively.



**Figure 1.** Key principles of implementation of public management in the field of physical education and sports in Ukraine

Source: compiled by authors.



*The principle of activity and priority* public management in the field of physical culture and sports is determined by activities aimed at comprehensive support of potentially active members of society, and the creation of conditions for their self-realisation in physical culture and sports. The priority of the interests of the individual involves the subordination of all multi-vector purposeful activities in the physical culture and sports of the population the use of the results of the implementation of relevant state programs in the interests of a specific person and the creation of conditions for the development of all segments of the population. The main condition for the effectiveness of this principle is the activity of all subjects of public administration in the specified sphere aimed at expanding opportunities for self-realisation of the individual comprehensive satisfaction of his specific physical needs.

*The principle of unity of objective and subjective* in the implementation of public management in the field of physical culture and sports involves taking into account a whole range of objective and subjective factors that determine the development of Ukrainian society. At the same time, it is necessary to fully analyse all possible phenomena by all subjects of this policy that may manifest themselves in society, taking into account both objective and subjective factors; consistent assessment of development processes or trends in particular related to human social security prevention of any manifestations of absolutisation. Ignoring this principle as a rule inhibits the growth of a person's social potential.

*The principle of targeted financing, forecasting and monitoring* provision and implementation of physical culture and sports programs and events means their full resource and information coverage. It is this comprehensive approach that is lacking in the complex of physical culture and sports programs - quite often the program is well-declared but there are no real mechanisms for financing it is activities.

*The principle of unity of organisational principles in the implementation of our c regulation* in the field of physical culture and the field involves the restructuring of it ithe s organisational structure through the formation of flexible and monopolised mechanisms of relations between subjects which should replace the rigid administrative and command system of the hierarchical organisation of society's life. Under such a restructuring the autonomy of all components of the system prevails which makes it possible to prevent the regulation of activities and promote the self-realisation of all subjects of this organisation.

*The principle of prevention of social risks in society* provides for the implementation of extensive preventive measures for their respective resource provision to overcome such risks. The biggest problems of insufficient implementation of this principle are the lack of appropriate funds and specialists in the system of public authorities for the development of state regulation of physical culture and the improvement of the population.

*The principle of the interrelationship of objective social self-regulation and purposefulness* in the implementation of public management in the field of development of physical culture and sports means that the implementation of its complex tasks must occur in correlation with the development of market relations with the constituent elements of which are: socio-demographic processes; labor market and employment; migration processes; orientation of labor resources on own forces and others.

*The principle of partnership: social, public-civic, public-private* will ensure not only the receipt of additional funds in the field of physical education and sports but also become a mechanism of flexibility and adequacy to the requirements of the innovative economy. The opening of the physical culture and sports system for the employer who is involved in the development and implementation of the state physical culture and sports policy the formation of lists of specialist training areas the development of state standards in the field of physical culture and sports the formation of a significant part of the total offer of partner programs and projects participation in procedures quality control of public policy in the field of physical education and sports in Ukraine.

The answers were distributed as follows: 1307 answers were received to this question. Thus only 4% of respondents believe that "all the needs of the section are provided from the budget"; 12% answered that "budget funds cover most of the expenses". At the same time, 28% of respondents believe that "very little

comes from the budget” and the largest number of respondents - 56% answered that “budget support is not provided”. The distribution of answers is presented in Fig. 2.



**Figure 2.** Availability of financial support from the budget (state or local) for the sports section, according to respondents in the “Father/mother” category

Source: compiled by authors.

From the provided illustrative material (Figure 2), it is evident that 56% of the respondents acknowledged the lack of budgetary support for the advancement of sports sections. It is crucial to emphasize that the political and financial backing from the government, local self-government individuals, and socially responsible businesses play a significant role in the development of sports infrastructure. To increase the level of investments in sports infrastructure, it is necessary to foster collaboration among all the aforementioned stakeholders, including through the implementation of public-private partnership models.

During the processing of sociological information, it was found that respondents from the “Father/mother” category, who are engaged in physical culture and sports to maintain physical fitness took part in the survey – 27% of respondents; for 10%, physical education, n, and sports are “the desire to increase the level of self-organization” and “raise the mood”; for 8%, the motivation to engage in physical education and sports is the “need” to stretch out, to get pleasure from “muscle fatigue” or the desire to be stronger/stronger; slightly less – 7% of respondents seek to “direct their excessive activity towards physical education and sports”; for 5% of respondents physical education and sports are “propagation of a healthy lifestyle in the mass media”, “family tradition of doing physical education and sports” and “convenience of the location of sports infrastructure facilities”. At the same time, 6% of respondents answered that physical education and sports this is – “communication in a circle of like-minded people” or “do not do sports at all” (Table 3). On 12-point scale respondents were asked to rate the factors by rating where the first is the most important and the last is the least important. The distribution of answers is presented in Fig. 3.

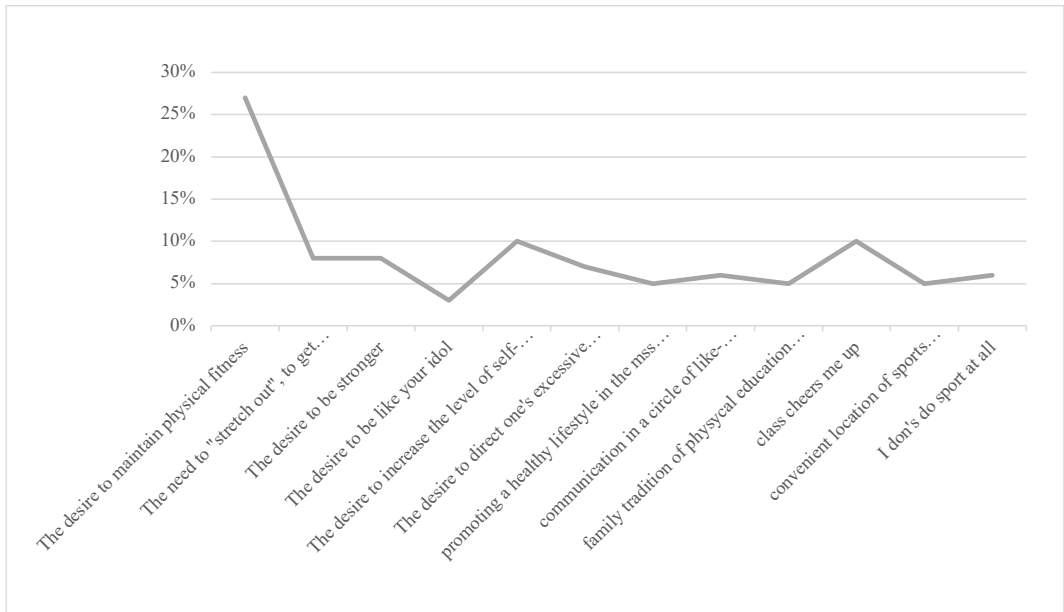
Based on the results of the conducted survey, it can be noted that the question “Indicate the level of restraining factors that affect people’s passive attitude to physical culture/sports?” the interviewees answered as follows: according to the respondents in the “Trainer” category, the biggest restraining factors that affect people’s passive attitude to physical culture/sports are the “cost of services” – 32% and the state of health – 16%. It is interesting for the research that the answers in the category “Trainer” and “Students” are opposite. Students on the contrary believe that first of all the restraining factor is the state of health – 25%, and then the “cost of services” – 23% (Table 4; Table 5). Respondents evaluated the factors on an 8-point scale where the first is the most important and the last is the least important. The visual distribution of data is presented in Fig. 4 and 5.



Table 3. Factors that stimulate doing sports/physical culture (Category "Father/mother")

Factors	1	2	3	4	5	6	7	8	9	10	11	12		
Point	12	11	10	9	8	7	6	5	4	3	2	1		
the desire to maintain physical form;	8112	1089	740	135	80	49	36	60	16	30	16	55	10418	30.02%
the need to "stretch out", to get pleasure from "muscle fatigue";	588	1309	500	171	120	0	66	30	28	36	34	7	2889	8.32%
the desire to be stronger;	528	1221	910	90	104	49	24	30	16	36	18	6	3032	8.74%
desire to be like your idol;	120	132	150	135	56	0	24	45	24	27	28	17	758	2.18%
the desire to increase the level of self-organisation;	540	1254	790	324	168	49	78	75	32	27	14	7	3358	9.68%
the desire to direct self-excessive activity to physical education and sports;	708	407	580	99	112	140	90	50	32	27	16	6	2267	6.53%
promoting a healthy lifestyle in the mass media;	216	374	350	90	128	140	120	40	44	30	10	5	1547	4.46%
communication in a circle of like-minded people;	228	374	540	198	120	154	108	100	24	27	10	0	1883	5.43%
The family tradition of physical education and sports;	276	363	270	162	88	63	54	40	88	30	22	6	1462	4.21%
classes lift my mood;	720	1012	980	261	144	70	54	75	40	51	14	12	3433	9.89%
The convenient location of sports infrastructure facilities;	216	429	400	90	64	91	48	50	56	15	30	8	1497	4.31%
I don't do sports at all.	1596	242	230	0	0	0	0	20	16	12	10	36	2162	6.23%
													34706	100.00%

Source: compiled by authors.



**Figure 3.** Factors that encourage sports in the category "Father/mother"

Source: compiled by authors.

In general, the findings of the sociological research indicate a low level of motivation for physical education and sports among the population. According to 42% of respondents, there is a lack of motivation, while 14.5% reported having no motivation at all.

Furthermore, the provision of sports infrastructure does not fully meet the needs of the respondents. Reasons for this dissatisfaction include the absence of sports facilities in their place of residence, the poor condition of existing facilities, and the failure to meet European standards. As a result, 36.8% of respondents believe that physical culture and sports are not accessible to all segments of the population in their region, despite 35.6% of respondents residing in cities with a population of over 500,000 people, as indicated in Table 2.

The lack of modern and appealing infrastructure in recreational areas, such as the absence of safe bicycle and pedestrian paths, sports grounds for individual training, and open spaces for group sports, indicates insufficient funding in this area.

An important research question posed to the categories of "Father/Mother" and "Coaches" was: "How do you generally evaluate the implementation of state policy in the field of physical culture and sports?"

The responses were distributed as follows: the highest rate of responses in both categories is "partially disapprove", in particular, 48.7% of respondents in the category "Father/mother" and 60.3% – "Coaches"; an almost similar figure for the answer "disapprove" – 22.9% of respondents in the "Father/mother" category and 21.6% among respondents in the "Coaches" category. At the same time, 28.4% of respondents in the "Father/mother" category approve of the state of implementation of state policy in the field of physical culture and sports, while the figure for the number of respondents in the "Coaches" category is 18.1%. An illustration of the data is presented in Fig. 6.

**Table 4.** The level of restraining factors that affect people's passive attitude to physical culture/sports (Category "Trainer")

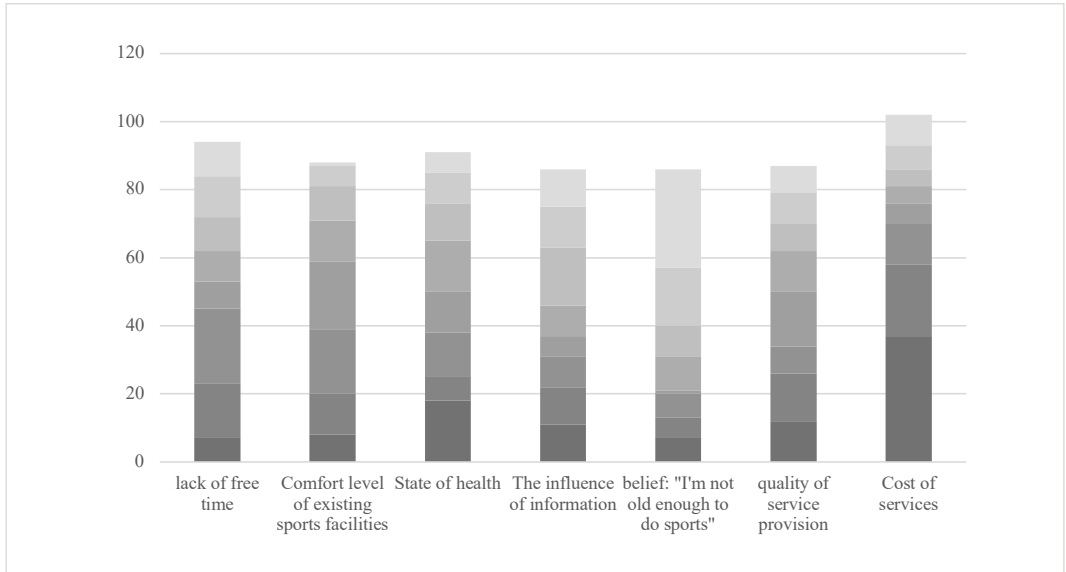
Factors	1	2	3	4	5	6	7	8	
service cost;	37	21	12	6	5	5	7	9	102
The convenient location of sports infrastructure facilities;	14	27	24	9	6	8	6	4	98
absence of free time;	7	16	22	8	9	10	12	10	94
comfort level of existing sports facilities;	8	12	19	20	12	10	6	1	88
health condition;	18	7	13	12	15	11	9	6	91
the influence of information and propaganda on the formation of health culture;	11	11	9	6	9	17	12	11	86
conviction: "I'm not old enough to do sports.";	7	6	7	1	10	9	17	29	86
quality of service provision	12	14	8	16	12	8	9	8	87
<b>importance</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	
<b>point</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	
service cost;	296	147	72	30	20	15	14	9	603
The convenient location of sports infrastructure facilities;	112	189	144	45	24	24	12	4	554
absence of free time;	56	112	132	40	36	30	24	10	440
comfort level of existing sports facilities;	64	84	114	100	48	30	12	1	453
health condition;	144	49	78	60	60	33	18	6	448
the influence of information and propaganda on the formation of health culture;	88	77	54	30	36	51	24	11	371
conviction: "I'm not old enough to do sports.";	56	42	42	5	40	27	34	29	275
quality of service provision	96	98	48	80	48	24	18	8	420
									3564

Source: compiled by authors.

**Table 5.** *The level of restraining factors that affect people's passive attitude to physical education/sports (Category "Student")*

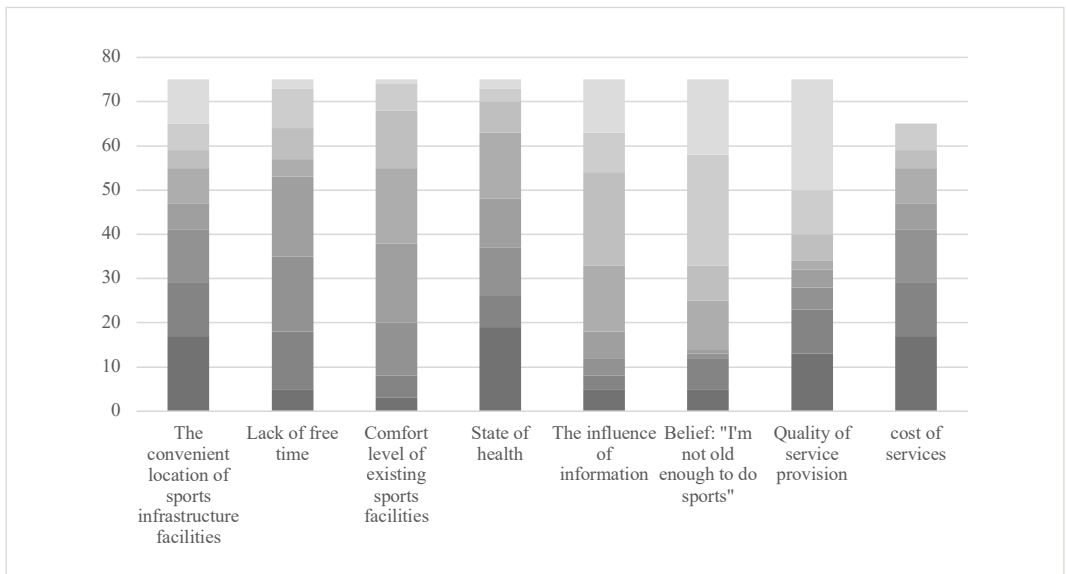
<b>Factors</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	
service cost;	17	12	12	6	8	4	6	10	75
The convenient location of sports infrastructure facilities;	5	13	17	18	4	7	9	2	75
absence of free time;	8	14	17	11	3	9	7	6	75
comfort level of existing sports facilities;	3	5	12	18	17	13	6	1	75
health condition;	19	7	11	11	15	7	3	2	75
the influence of information and propaganda on the formation of health culture;	5	3	4	6	15	21	9	12	75
conviction: "I'm not old enough to do sports.";	5	7	1	1	11	8	25	17	75
quality of service provision	13	10	5	4	2	6	10	25	75
<b>importance</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	
<b>point</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	
service cost;	136	84	72	30	32	12	12	10	388
The convenient location of sports infrastructure facilities;	40	91	102	90	16	21	18	2	380
absence of free time;	64	98	102	55	12	27	14	6	378
comfort level of existing sports facilities;	24	35	72	90	68	39	12	1	341
health condition;	152	49	66	55	60	21	6	2	411
the influence of information and propaganda on the formation of health culture;	40	21	24	30	60	63	18	12	268
conviction: "I'm not old enough to do sports.";	40	49	6	5	44	24	50	17	235
quality of service provision	104	70	30	20	8	18	20	25	295
									2696

Source: compiled by authors.



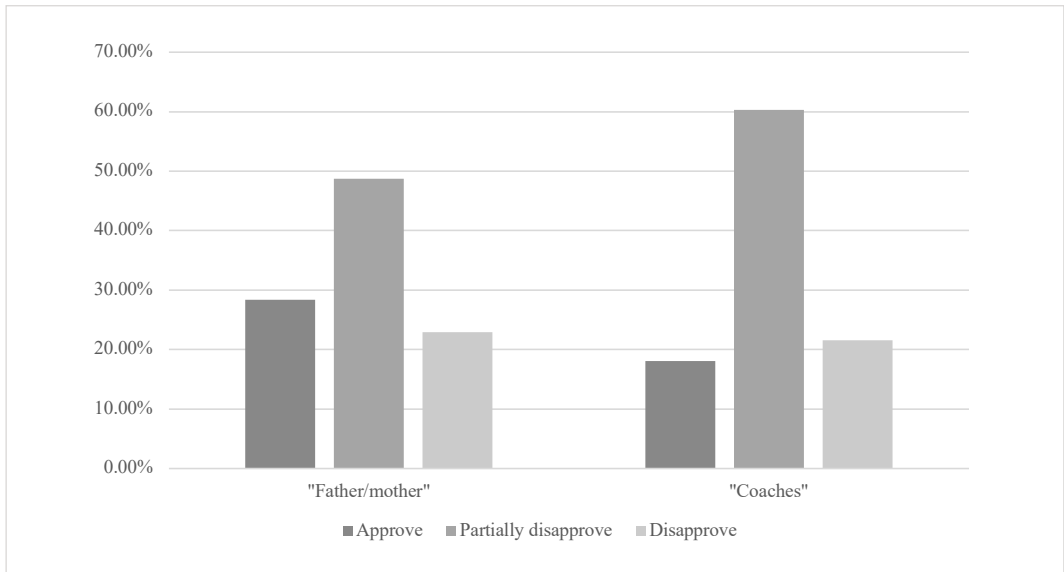
**Figure 4.** The level of restraining factors that affect people’s passive attitude to physical culture/sports (“Trainer” Category)

Source: compiled by authors.



**Figure 5.** The level of restraining factors that affect people’s passive attitude to physical education/sports (“Student” Category)

Source: compiled by authors



**Figure 6.** Comparison of indicators regarding the assessment of the implementation of state policy in the field of physical culture and sports (Categories "Father/mother" and "Coaches")

Source: compiled by authors

From Figure 6, it is evident that the majority of responses fall under the category of "temporarily disapproving" the implementation of state policy in the field of physical culture and sports. Therefore, it is important to acknowledge that modern approaches to shaping public policy in this area should encompass a comprehensive set of mechanisms, including an optimal combination of regulatory frameworks, organizational structures, economic regulatory methods, and information systems. Additionally, reevaluating the role and involvement of local authorities in the development of physical culture and sports to promote public health is becoming increasingly relevant.

The analysis of the current state of the physical culture and sports system in Ukraine reveals that the ideological, scientific-methodological, organisational, legal, and financial conditions of the system do not meet the demands and needs of the public or European standards.

Regarding the development of physical education and sports, it is worth noting the perspective of researcher Lasytė, G., who suggests distinguishing between high-performance sports and mass sports. According to her, these two directions align with the respective demands and objectives of the state: prestige and health of the nation. National prestige refers to enhancing the country's reputation internationally through the success of its athletes. When Ukrainian athletes stand on podiums in major competitions and the Ukrainian flag is raised with the national anthem playing, it instills pride in the country and evokes powerful positive emotions and inspiration among Ukrainians (Lasytė, 2020). However, sports success should not overshadow social issues or replace the need for a decent life, as seen in some totalitarian societies.

Undoubtedly, the benefits of sports, as affirmed by various researchers, are undeniable. It is the responsibility of the state to properly organize the fulfillment of social orders to enhance both the prestige and health of the nation (Khadzhyradiya, Hrechko, 2019). There are ongoing discussions about the outdated nature of Ukraine's sports system, its misalignment with modern realities, lack of results, and the need for radical changes. The decline in achievements among professional athletes and concerning statistics related



to mass sports and public health are evident. Additionally, the archaic organisational structure hampers progress and development. The preservation of the Soviet system, where the state is responsible for the development of physical culture and sports, poses challenges in the context of democracy and a market economy. The Soviet Union designed the sports system based on ideology and a planned economy, which does not function effectively under democratic and market conditions.

It is important to acknowledge that the roles and responsibilities of different participants in the process, such as the state, sports federations, local self-government individuals, clubs, sponsors, parents, educational institutions, and law enforcement agencies, have become blurred in Ukraine. The distinction between the customer of sports services and the responsible entities is unclear (Čingienė, Gobikas, 2019).

The critical condition of sports infrastructure capable of meeting the population's needs for daily physical activity, the lack of high-quality training for elite athletes, and the absence of manufacturers providing affordable and certified sports equipment and gear to satisfy public demand are among the main reasons contributing to the current situation in the field of physical culture and sports. The development of physical culture and sports is contingent upon establishing well-equipped and properly operated physical culture and sports facilities, which constitute a significant part of the material and technical foundation. These facilities serve multiple purposes, including educational, training, competitive, recreational, and spectator activities. Unfortunately, many sports facilities are not strategically located to ensure equal access for the population regardless of their place of residence or work. Moreover, their composition, typology, and quality fail to meet modern requirements.

It is valid to concur with the viewpoint of scientist O. Morgunov, who suggests that one of the primary needs for our country is to restore the autonomy of sports, which was compromised by the totalitarian Soviet system. The state should return the power of management to national sports federations, encompassing aspects such as organising and regulating competition rules, staffing and managing collective teams, implementing disciplinary responsibility, maintaining records, training and certifying judges and coaches, and establishing standards for the functioning of sports infrastructure for competitions and educational activities (Morgunov, 2019).

Agreement can also be found with the perspective of scientist A. Kostrub, who emphasises the importance of jointly developing educational programs for sports leaders at all levels and conducting extensive retraining of personnel in collaboration with leading universities in the USA and Europe. Transitioning to an open society system may present initial challenges, but it is crucial not to delay the reform process (Kostrub, 2021). This necessitates a conscious decision, political will, and people's responsibility. The reform should be organised as a project, incorporating the creation of technology, effective management, the establishment of a project office, resource allocation, and clear cooperation with legislative and executive bodies. With optimistic projections, our country can achieve tangible results within two years – a platform for the stable growth of the field of physical culture and sports in Ukraine (Kostrub, 2021).

Therefore, it can be asserted that the priority for Ukraine should be the development of high-performance sports and mass sports for various social groups. Sports must continuously evolve, and our champions, both present and future, should have the necessary conditions to excel in their practice. It is crucial to create modern and accessible infrastructure for all segments of the population by renovating existing sports facilities and constructing new ones. Properly organizing sports according to modern standards will enable the state to utilise sports as a unique institution for enhancing the nation and establishing a model of social relations within an open society that fosters success and happiness among its people.

## Discussion

The issue of the development of physical culture and sports in society is important not only for Ukraine, but also for any country in the world. Thus, this topic was studied by a number of scientists from all over the world who were able to reach a number of important conclusions.

Japan is one of the leaders among the countries with the longest population age. To achieve this indicator, the country's government must actively work in this area. Thus, K. Ijima (2021) claims in his scientific work that sport is one of the most important elements in the development of longevity among Japanese residents. The author notes that sport is not the only element of the country's health system development, but it is an important aspect in the general context. One should agree with this opinion of the scientist, since, as already stated in the results of this study, a high level of physical culture contributes to the general development of society.

A. Polaniecka (2023) in her research studied the issue of sports development among educational institutions in Poland. In this work, attention was focused on the aspect that physical culture in educational institutions of Poland was improved during a certain period. Due to this, the author was able to determine that the development of physical culture has a positive effect on the health of schoolchildren, and this was possible to achieve due to the involvement of professional trainers in the educational process. However, it should be noted that this approach is not entirely correct, since children should be taught by professional teachers who have the appropriate education, so the more appropriate way would be to improve the system of physical education teachers.

In the context of the development of the physical education system, the study of K. Capella-Peris (2023) is important. In his scientific work, the author presented the results of a social survey regarding the influence of various factors on physical education. It was possible to conclude that such factors as gender, race, physical characteristics, and beliefs of students should be taken into account during classes in order to improve their effectiveness. It is worth agreeing with this opinion since physical education is not only a subject of acquiring physical skills but also education in general.

Groups of people with disabilities are those categories of the population for which state governments should choose a special approach, in particular, in the context of the development of sports policy. This question was investigated by R. Rebeka (2023), who was able to accurately explain the importance of how sports contribute to the development of physical and psychological health among persons with disabilities. At the same time, the author emphasises that modern sport at a high level is often unattainable and non-inclusive for such a category of people, therefore it is important for government officials to develop this type of activity. In this context, one has to disagree with the author, as today there are various opportunities and championships for people with disabilities, which ensures an appropriate level of inclusivity. However, the development of state policy in this aspect is of great importance for society.

D. Silva (2023) in her scientific work studied the influence of local self-government and local executive bodies on the development of sports culture in Brazil. As a result of the research, it was possible to find out that the active activity and interaction of self-government bodies and local institutions of executive power contributes to the spread of sports culture in society. We should agree with this opinion, since the role and influence of local institutions are important factors in the spread of sports among the population of any country in the world.

In the context of the development of sports on the territory of Ukraine, the study of O. Aldridge-Turner (2023) is important. In this article, the author studied in detail the topic of the development of sports education and culture in the territory of the countries of Eastern Europe. The scientist emphasises that the development of an adequate attitude to sports in society is an important element for state policy, which should be agreed with. As a result of the study of this topic, the researcher was able to determine that there is one of the highest rates of population involvement in sports among the countries of Eastern Europe. One should not agree with this thesis, since, as already presented in the results of this study, the highest level of this indicator exists in Holland and Finland. Perhaps in the context of comparison with other countries, in Eastern Europe there is a higher level of involvement of the population in sports, but this indicator is not the highest in the world.

One of the leading countries in the modern world is China, which is also taking important steps in the context of the development of physical education in society. These issues were studied in detail by C. Zhang (2023), who was able to describe the main problems faced by the Chinese authorities in this context. The main ones are the following: an inaccurate understanding of physical education, its deficit in schools, and a lack of resources to facilitate learning. However, physical culture in China is developed at a high level, since this subject is mandatory for learning from preschool age. The adoption of such experience for the Ukrainian education system would be a significant boost in the context of the development of general physical culture in the country.

A non-standard view of the role of sports in society is the opinion of H. Morgan (2022). The author claims in his research that the development of sports culture among politicians and judges contributes to the development of the effectiveness of their work. An important aspect in this is not only that sports contribute to the development of mental health, but also that playing sports requires social interaction to a large extent, due to which representatives of the mentioned professions can interact and understand the needs of different members of the population.

F. Hong (2021) in his article studied the topic of the influence of state policy on the development of sports culture in society. Thus, the author claims that centralised executive power promotes the active spread of sports in society, and such a model can be effective in all countries of the world. It is worth disagreeing with this opinion, since, as already indicated in the results of this study, local self-government and local bodies of executive power contribute to the better development of sports culture in Ukraine. In this context, it should be understood that there are significant cultural differences between China and Ukraine, so management methods in these countries may differ and have different effectiveness.

In general, it is worth noting that the development of physical culture and the spread of sports among society is an important element of the state policy of Ukraine, and should be carried out comprehensively with the involvement of various spheres of public activity.

## Conclusions

During the research, the main obstacles to the development of physical culture in Ukraine were identified. The key problems include: lack of a unified and comprehensive state policy in the field of physical culture and sports; inadequacies in the legislative framework governing physical culture and sports; insufficient budgetary funding and ineffective mobilisation of extrabudgetary funds; low level of coordination and interaction among state authorities and local self-government bodies; limited accountability for non-compliance with legislative and regulatory requirements regarding the organisation of physical education; inadequate financing of scientific research in the field of physical culture and sports, as well as insufficient training of scientific and pedagogical personnel; inadequate information and technical support for the physical culture and sports movement.

Furthermore, the research findings confirm that an annual increase in funding alone does not address the development issues within the sports industry. Instead, there has been a systematic, multi-year decline in all industry indicators. Therefore, it is pertinent to highlight practical recommendations for improving and advancing state policy in the field of physical education and sports, including:

- implementing comprehensive and purposeful reforms to align the system with the norms of the Olympic Charter, decisions of the UN General Assembly, and contemporary challenges;
- establishing clear legal boundaries and delineating the responsibilities of the state, local self-government individuals, sports federations, clubs, coaches, parents, athletes, sponsors, and patrons, ensuring effective collaboration among them;
- sustaining state funding at both national and local levels while also attracting grants, sponsors, and patrons. It is crucial to maintain Ukraine's international standing and representation in international sports bodies;

- incorporating principles of public management in the field of physical culture and sports;
- facilitating cooperation among authorities, public organisations, and business entities in the field of physical education and sports to implement joint social projects and programs;
- establishing regional funds to support physical culture and sports;
- these recommendations aim to address the identified problems and contribute to the improvement and development of state policy in the field of physical education and sports in Ukraine.

In general, this topic is complex and inexhaustible, so it needs further study. In particular, it is necessary to study in detail the level of development of physical culture in other countries of the world, as well as in the course of implementing changes in the context of sports in Ukraine, it is necessary to carry out scientific studies of their effectiveness.

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## VALSTYBINĖS POLITIKOS FORMAVIMAS KŪNO KULTŪROS IR SPORTO SRITYJE UKRAINOJE

**Anotacija.** Išryškunami pagrindiniai Ukrainos valstybės valdymo principai kūno kultūros ir sporto srityje, kuriais remiantis turėtų būti kuriama efektyvi valstybės politika šioje srityje. Nustatyta, kad Ukrainoje neigiami veiksniai stabdo didesnę sportinio gyvenimo sklaidą tarp ukrainiečių. Pabrėžiama, kad tokia situacija verčia valstybę nuolat peržiūrėti savo požiūrį į kūno kultūros ir sporto srities valdymo sistemos optimizavimą. Autoriai pabrėžia, kad sporto nauda yra akivaizdi ir nepaneigiama. O valstybės uždavinys – teisingai organizuoti socialinių užsakymų vykdymą vardan tautos prestižo ir sveikatos. Pastebima, kad pastaraisiais metais daug kalbama apie tai, kad sporto sistema Ukrainoje yra pasenusi, neatitinka šiuolaikinių realijų, neduoda rezultatų ir jai reikia esminių pokyčių. Įrodyta, kad problema yra ir archajiškame darbo organizavime, kai niekas nejudą ir nesivysto. Ukrainos prioritetas turėtų būti aukštesnių pasiekimų sporto ir masinio sporto plėtra įvairioms socialinėms grupėms. Bet kokiomis sąlygomis sportas turi vystytis, o mūsų šiandienos ir rytojais čempionai turi turėti visas sąlygas juo užsiimti. Autoriai pabrėžia, kad taip pat būtina sukurti modernią infrastruktūrą ir padaryti ją prieinamą visoms gyventojų grupėms.

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