

THE PLACE OF PHYSICAL EDUCATION AND SPORTS IN THE RECREATION COMPLEX

A.Ch. Hashimova

Azerbaijan State Academy of Physical Education and Sport

albina.hashimova@sport.edu.az,

<https://orcid.org/0000-0002-9866-5865>

Nəşr tarixi

Qəbul edilib: 01 oktyabr 2021

Dərc olunub: 27 oktyabr 2021

© 2021 ADBTİA Bütün hüquqlar qorunur

Annotation. Theoretically, physical culture and sports are assessed as a special type of social activity, the result of which is the satisfaction of the physical and emotional needs of people, who, depending on the level and scale, can manifest themselves as a spectator at various sports events.

While preparing the main directions of the development of the recreation complex, there is a problem of division of responsibilities of mass physical culture-health movement and professional sports. The general features of services and the general conceptual basis for entering the market environment can be transformed and enriched by the specific features and characteristics of physical education and sports, which are specific sectors of the economy.

Keywords: *sports services, sports and health services, physical education, recreational activities, healthy lifestyle.*

The constant increase in the urban population is accompanied by hypodynamics, inefficient nutrition, etc. in the context of increased nervous and mental pressures. As a result, the need for daily systematic exercise in physical education and sports becomes a necessary condition for health protection.

Features of physical education and sports services are conditioned by their various socio-economic functions - educational, health-improving, recreation, reproduction, computer-entertainment, cognition, national-patriotism, defense, advertising, socialization of personality. These functions are implemented in the development of various subdivisions and di-

rections of physical education and sports services:

- physical education of children and youth in the system of preschool education and training;
- medical and sanatorium-resort services, therapeutic physical education in the system of social-professional rehabilitation of the disabled;
- not to engage in physical education as a form of active physical recreation outside of work and study (physical recreation);
- physical education (industrial gymnastics) in labor mode in enterprises, companies and organizations;
- as a form of sports performances, passive recreation and entertainment (in leisure);
- amateur sports with high achievements as a form of physical and spiritual development of the person;
- participation in the Olympic Games, world championships, international competitions, which raise the name of the national sport and the country;
- application-professional sports training of military servicemen and law enforcement officers;
- Healthy lifestyle, various sports, sports equipment used by athletes, advertising in sports facilities and the media;
- Participation in sports departments, clubs, voluntary sports societies, sports competitions as a means of socialization of the individual [1].

Despite the diversity of functions of physical education and sports, the main factor that unites them is the specificity of leisure activities. Due to the nature of the functions of physical education and sports, they can be grouped into two main areas: physical educa-

tion services and sports services.

Physical education services are a combination of different forms of social activities carried out for the purpose of physical education of the population. Physical education services in preschool and educational institutions, out-of-school voluntary physical education-health and sports organizations, workplaces – enterprises, organizations; in residential areas, rest homes, sanatoriums, tourist bases and other recreational facilities; It can be organized among military servicemen and law enforcement personnel, among patients of health care institutions, including the disabled - as part of their social and vocational rehabilitation.

Sports services are aimed at improving the physical fitness of the individual, his moral and will qualities, the organization of physical education and sports, entertainment activities and the effective use of leisure time of the population.

Thus, sports services act as a special form of practice in preparing people for competitions, sports and entertainment services and the organization of competition activities.

The need for constant recovery of the physical and neuropsychological forces of the human body for creative work and normal life is an objective necessity. Part of the needs of psycho-physiological rehabilitation is paid by the person independently, and the rest is paid by the recreation services. The purpose of recreational activities is to meet the spiritual and physical needs for the restoration of creative labor and active life force [2].

Recreation industry abroad - one of the most dynamically developing forms of business. It is represented by large corporations that cover a wide range of enterprises serving the resort business in various fields: industry, transport, banks, insurance companies.

The resources of the recreation complex are a set of natural and man-made resources used for human recreation, physical, aesthetic, cognitive needs, treatment of the human body. These include: healing springs, areas with a picturesque landscape, suitable for healthy recreation (both natural and artificial), "wild" corners of nature, where rare species of animals and plants are preserved, etc.

It is clear that the end result of recreational activities will be the positive dynamics of the population's health and temporary incapacity for work. This can be assessed by health professionals and demographers. Such an assessment requires long-term observations and can be considered not only as a result of recreational activities, but also as a result of the state's social policy as a whole.

Other, including socio-economic consequences of recreational activities include: tourism and excursions, physical education and sports, health facilities, museums, exhibitions, cinemas, etc. increase in the number of users of services, increase in the volume of recreational services provided to the population.

The main types of rehabilitation needs of the human body are related to the biorhythms of labor, the alternation of passive and active rest. These needs can be classified by type (active and passive) and by maturity, ie depending on the length of the working day, work week and annual leave (daily, weekly and annual). The classification of active recreation by types is as follows - tourist-excursion, sanatorium-resort and physical education-health types [3,4].

In the formation of the recreation complex, it is necessary to take into account the structure of the population's demand for all types of active recreation and leisure, the difference in per capita income, the mobility of the population, the preferences of different demographic groups and other socio-economic factors.

At this point, the amateur sports sphere is chosen, which reveals the reasons that reveal a person's potential, achieves high sports results, achieves records, organizes sports and entertainment events and achieves high results. In addition, a professional sport is selected, which is aimed at making a profit, has a high informational and entertainment value in the provision of sports and entertainment services, and consists of commercial and sports activities.

Amateur sports occupy a middle position between physical education and professional sports. In the Soviet era, amateur sports were considered as one of the various forms of phy-

sical education, while professional sports were practically ignored.

Due to the transition to a market economy, the status of professional sports has strengthened and the tendency to close the gap between amateur and professional sports has strengthened. However, the difference between physical education and professional sports will continue in the future. This is explained by the fact that physical education is one of the different types of leisure activities. In this case, the consumer himself is actively involved in the process of providing the service. Professional sports is one of the passive types of leisure activities, in the course of which people become consumers of spectacle services created by professional athletes.

If the demand for physical education services is met in the field of health, sanatorium-resort services, education, industrial gymnastics, as well as at home, the demand for sports services requires the free organization of leisure activities [5].

With the development of professional sports and the strengthening of the role of sports performances in people's daily lives, the process of formation of physical education and sports, which is a part of the national economy, is accelerating.

The nature of physical education and sports services is in the dual nature of physical education and sports services, their consumer and investment nature. Sports performances are purely consumer in nature. They are included in the leisure and leisure industry as a passive form of leisure and are studied in the context of leisure savings.

The peculiarity of the provision of sports and entertainment services is the collective nature of their consumption in sports facilities (stadiums, gyms, maneges), as well as through the media. As a result, sports and entertainment services have a social-consumer character, educate in the spirit of collectivism, social solidarity, create conditions for social integration of the nation. In addition, sports and entertainment services, especially the performances of highly qualified athletes, play a key role in the promotion and promotion of various sports among young people. The so-called "demon-

stration effect" stimulates the involvement of young people in various sports.

The connection between the advertising of sports goods and the advertising of companies and other consumer goods is important for sports performances. Mass sports performances are the main means of advertising the sponsorship of sports by the leading production and trade companies of the sports industry [6].

The downside of sports performances is their high emotional tension, which can lead to riots and acts of vandalism in sports facilities in the development of amateur associations (for example, football "fans"). This requires state regulation and more strict control over the activities of voluntary associations of fans.

Sports and health services, physical education are not only consumer, but also a unique investment in human capital, which contributes to the development of the nation's public health potential, the national economy - high work capacity, productivity, ability to adapt to physical and psychological stress, should serve the development of individuals with the will, competitiveness and ability to innovate.

Against the background of radical changes affecting all segments of our society, it is very important to preserve morality and humanism, justice and equality in the vital sphere, such as the protection of public health.

Man always pays great attention to his health, which is the primary basis of his existence, the source of economic well-being, especially in modern conditions.

The health factor is an indicator of the progress of socio-economic formation and acts as a generalized result of the aggregate impact of the complex of living conditions on the efficiency of social production.

This factor synthesizes the lifestyle and quality of people's lives, the achieved level of economic development of the country.

As a complex socio-economic system and a specific sector of the national economy, health is obliged to ensure the implementation of an important social principle - the principle of maintaining and improving the health of citizens, providing them with highly specialized treatment and prevention.

As a type of human activity, health has become one of the largest sectors of the economy in terms of the number of employees and the scale of resources and resources used (material, human, financial). Functional (realization of certain common goals) and technological (flow of various resources for the production of goods and services) relations of healthcare with other sectors of the national economy are constantly expanding [7;8].

The functional relationship of health is determined by the need to achieve its main goal - the protection and strengthening of human health, and technological ties - the need for efficient use of various resources.

It combines all areas of the economy, including health, various resources (material, labor, financial, information) and advanced technological developments and research that help create new types of services. As a result, intersectoral relations are expanding. Thus, the increasingly complex technological system of production of clinical diagnostic and treatment services also reflects the ever-expanding scale of scientific and technological progress, the application of its achievements in the development of the economy and industry.

It offers services that significantly compensate for the negative effects of their activities on health, other sectors of the economy and society, shaping public health and influencing the potential of the workforce in all sectors of the economy. The compensatory functions of health care are, as a rule, very weakly reflected in economic theory and practice. At the same time, they reduce the overall level of morbidity and mortality, and prolong the period of human activity.

As an integral part of the social sphere, health care thus addresses social and economic issues related to the quality of life and well-being of a person, the realization of social guarantees, the formation of the labor potential of society.

Health is connected with education, culture and sports by a complex of functional dependencies, technological and information flows [9].

Incomplete complexity of the study of the causes and factors determining the level

and structure of public health at the level of the national economy leads to negative consequences for the reproduction of the population, a decrease in the pace of socio-economic development of the country.

Health efficiency cannot be expressed in any way: it must reflect a set of parameters, including the evaluation of the end result of health services and their units, taking into account the therapeutic, sanitary-prophylactic, social and economic aspects.

Medical efficiency is characterized by the quality and effectiveness of diagnostic tests, therapeutic and prophylactic measures. The social aspect of efficiency, as a rule, affects the impact of health on the living standards of the population (meeting people's needs for health and medical services), improving working conditions, ensuring sanitary and epidemiological norms, etc. represented by a set of reflecting indicators.

The economic aspects of efficiency include the contribution of health to the country's economy, gross domestic product, national income, and so on. including assessment. Economic efficiency also characterizes the quality of the results of the use of resources (labor, material, financial).

Investment in high-achieving sports also has an important macroeconomic effect for the development of mass physical education and sports, as they reflect the physical development of the nation. The achievements of prominent athletes show the future development of mass sports, stimulate the country's population to systematically engage in various sports. Thus, investment in the development of mass physical education and high-achievement sports contributes to the development of human capital, the quality of labor potential and the competitiveness of the national economy [10].

From the point of view of the position of the theory of social welfare and external effects, and taking into account the nature of physical education and sports, its structure can be divided into four sectors:

1. The public sector, which creates net public welfare (amateur sports with high achievements, including the training of athletes for national teams; targeted programs for the de-

velopment of mass physical culture and sports at the state and regional levels; physical training of military and law enforcement personnel) and socially significant welfare (in the state secondary and higher education system, pre-school educational institutions, out-of-school sports and health organizations; in the state health and compulsory medical insurance system, sanatorium-resort service, medical physical education services in the state rehabilitation system for the disabled); socially effective services of physical culture and sports that meet the needs of physical education and development of the population, providing a system of minimum standards outside the state.

2. Voluntary public sector - this is the municipal organizations of physical culture and sports, physical education and sports-oriented public organizations (sports clubs, physical education-sports societies, sports), which produce mixed public welfare, called "club welfare" with limited opportunities for participation. federations, etc.). The activities of these non-profit organizations are regulated by the law on non-profit organizations, with the aim of developing physical culture and sports in the country on a contractual basis.
3. Mixed sector - where mixed forms of ownership (public-public, public-private organizations and institutions for physical education and sports-entertainment - mixed-capital joint-stock companies, producing mixed social welfare, including physical education and socially important services of sports), state and public corporations, joint ventures with state participation, etc.), as well as private non-profit physical education and sports organizations (private sports facilities, sports schools, physical training institutions, courses and departments teaching various sports, etc.) shows. Mixed sector organizations operate on the basis of legislation on privatization, joint ventures and joint stock companies, non-profit organizations and philanthropy.
4. Private commercial sector - where special welfare (goods and services) are produced on a commercial basis - professional sports organizations, sports and entertainment estab-

lishments, individual entrepreneurship of athletes and coaches. In this sector of production of physical culture and sports services there are professional sports clubs, commercial establishments, show business firms and other organizations with various organizational and legal forms (societies, small and joint ventures) working for pro-fit [11].

Thus, when developing the main directions of the recreation complex, the problem of the division of responsibilities of the mass physical culture movement and professional sports inevitably arises.

According to the chapter on health, according to experts, our health depends on the health system - 8-10%, the environment - 20%, and our lifestyle - 60-70%. The recreation complex should be built in such a way that in the struggle for public health, those 60-70% of the human body's resources are fully used.

The organization of rest at the end of the working week also plays an important role in the formation of a healthy lifestyle. The rhythm of modern life creates the need for a full week's rest. About 60% of the recreational time at the disposal of citizens falls on the share of weekly rest, while the vacation time is only 15% of the total.

In general, the regulation of recreational activities should be established in such a way as to minimize everyone's need for health services.

REFERENCES

1. Əhmədov M.Ə., Hüseyn A.C. *Dövlətin iqtisadi siyasəti*. «İqtisad Universiteti» Nəşriyyatı, Bakı: 2011.-220s.
2. Əlirzayev Ə.Q. *Sosial sferanın iqtisadiyyatı və idarə edilməsi (dərs vəsaiti)*. Bakı, "İqtisad Universiteti" nəşriyyatı, 2010, 326 s.
3. Əliyev Ə.B. *Xidmət sahələrinin iqtisadiyyatı*. Dərs vəsaiti. Bakı 2017.
4. "Milli iqtisadiyyatın modernləşməsi: mövcud vəziyyət və gələcək perspektivlər" mövzusunda elmi-praktiki konfransın ma-

- terialları. AMEA İqtisadiyyat İnstitutu. Bakı, 2011.
5. **Rəhmanov F.P.** *Sosial sfera və sosial siyasət*. Dərs vəsaiti. Bakı 2021.
 6. **Rəhmanov F.P.** *Respublikada sosial siyasətin təkmilləşdirilməsi problemləri. cild 5 (aprel-iyun), 2017 Azərbaycan Dövlət İqtisad Universitetinin Elmi xəbərləri.*
 7. **Salahov R.M.** *Xidmətlər bazarının dövlət tənzimlənməsinin səmərəliliyinin artırılmasının perspektiv istiqamətləri*. Bakı, "Əmək və sosial problemlər", № 1 (14), 2014, s.135-141.
 8. **Şəkərəliyev A., Şəkərəliyev Q.** *Azərbaycanın iqtisadiyyatı: reallıqlar və perspektivlər*. Bakı: 2016.
 9. **Qasimov F.H., Nəcəfov Z.M., Hüseynova A.D.** *Müstəqillik dövründə elmin innovativ inkişafı*. AMEA-nın Xəbərləri. Elm və İnnovasiya seriyası, 2011, №3 (7), s. 1-7.
 10. **Mustafayev F.F.** *Keçid iqtisadiyyatında dövlət tənzimlənməsinin makroiqtisadi aspektləri*. Bakı: Elm, 2008, 540 s.
 11. **Материалы Республиканской Научно-Практической конференции «Проблемы социальной защиты населения в Азербайджане», Министерство Труда и Социальной защиты населения АР, НИУЦ по Труду и Социальным проблемам, Баку, 2000.**

REKREASIYA KOMPLEKSİNDƏ BƏDƏN TƏRBIYƏSİ VƏ İDMANIN YERİ

A.Ç. Həşimova

Azərbaycan Dövlət Bədən Tərbiyəsi və İdman Akademiyası

albina.hashimova@sport.edu.az,

<https://orcid.org/0000-0002-9866-5865>

Annotasiya. Nəzəri baxımdan bədən tərbiyəsi və idman sosial fəaliyyətin xüsusi bir növü kimi dəyərləndirilir ki, onun nəticəsi-insanların fiziki və emosional-mənəvi tələbatlarının təmin edilməsindən ibarətdir. Bu həm fiziki məşğələlərlə bilavasitə məqsədyönlü şəkildə məşğul olmasında, müvafiq idman bilik və bacarıqlarının mənimsənilməsi və tətbiqində, həm də səviyyəsinə və miqyasına görə müxtəlif idman tamaşa tədbirlərində seyrçi qismində özünü büruzə verə bilər.

Rekreasiya kompleksinin inkişafının əsas istiqamətləri hazırlanarkən kütləvi bədən

tərbiyəsi-sağlamlaşdırıcı hərəkətin və peşəkar idmanın vəzifələrinin bölgüsü problemi yaranır. Xidmətlərin ümumi əlamətləri və bazar münasibətləri mühitinə daxil olmanın ümumi konseptual əsasları iqtisadiyyatın xüsusi sahəsi olan bədən tərbiyəsi və idmanın özünəməxsus cəhət və xüsusiyyətləri ilə öz şəklini dəyişə və daha da dolğunlaşa bilər.

Açar sözlər: *idman xidmətləri, idman-sağlamlıq xidmətləri, əhəlinin fiziki tərbiyəsi, rekreasiya fəaliyyəti, sağlam həyat tərz.*

МЕСТО ФИЗИЧЕСКОГО ОБРАЗОВАНИЯ И СПОРТА В КОМПЛЕКСЕ ОТДЫХА

А.Ч. Хашимова

Азербайджанская Государственная Академия Физической Культуры и Спорта

albina.hashimova@sport.edu.az,

<https://orcid.org/0000-0002-9866-5865>

Аннотация: Теоретически физическая культура и спорт оцениваются как особый вид социальной активности, результатом которой является удовлетворение физических и эмоционально - духовных потребностей людей. В зависимости от уровня и масштаба может проявлять себя как зритель на различных спортивных мероприятиях.

При подготовке основных направлений развития оздоровительного комплекса возникает проблема разделения ответственности массового физкультурно - оздорови-

тельного движения и профессионального спорта. Общие характеристики услуг и общая концептуальная основа выхода в рыночную среду могут быть преобразованы и обогащены специфическими особенностями и характеристиками физического воспитания и спорта, которые являются специфическими секторами экономики.

Ключевые слова: спортивные услуги, спортивно-оздоровительные услуги, физическое воспитание, оздоровительная деятельность, здоровый образ жизни.