



Provision of personnel in the field of physical culture and sports in the context of the implementation of the «Strategy for the development of physical culture and sports in the Russian federation for the period up to 2030»

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Abstract

Objective of the study. As part of the implementation of the "Strategy for the Development of Physical Culture and Sports in the Russian Federation until 2030," this study aims to determine the current requirements imposed by employers on personnel in the field of physical culture and sports.

Methods and structure of the study. To achieve this goal, regulatory documents, scientific and methodological materials, and training programs for specialists in the field of physical culture and sports related to personnel training were analyzed. In addition, a survey was conducted among employers and the data obtained was systematized about their expectations from employees working in this field.

Results and conclusions. The results showed that, despite the high level of training of specialists at federal universities, there are problems associated with insufficient integration of various disciplines, limited application of knowledge in practice and weak interaction with the professional community. In conclusion, the authors propose a number of recommendations aimed at improving the quality of specialist training and, as a result, at the successful implementation of the Strategy for the Development of Physical Culture and Sports in the Russian Federation until 2030.

Keywords: *physical education, human resources, development strategy, regulatory legal acts, scientific and methodological literature, specialist training programs, human resources, specialist training, interdisciplinarity, training effectiveness.*

Introduction. In the modern world, physical culture and sport play a key role in improving the quality of life of citizens, forming a healthy lifestyle and human development. The importance of this is confirmed at the state level and is reflected in the implementation of the Strategy for the Development of Physical Culture and Sports in the Russian Federation until 2030 (hereinafter referred to as the Strategy) [1].

The development of the human resources potential of physical culture, sports and sports medicine is one of the priorities for the development of the field of physical culture and sports according to the Strategy, since in a highly competitive environ-

ment (including through the use of advanced technologies) Both in the international arena and within the country, new requirements are being placed on the training of personnel and scientific support for sports [1; 2, p. 105; 8, p. 120].

Moreover, the remaining priority areas (from the development of the sports reserve training system and high-performance sports to the development of the economic model of physical culture and sports) directly depend on the level of training of specialists.

An analysis of key indicators of the development of physical culture and sports, which determine the need for personnel, revealed a significant lag in the



growth rate of staffing from the necessary (stagnation has been observed in the last three years), based on the growth rate of the number of citizens systematically engaged in physical culture and sports (an annual increase of at least 4%, currently 56.8% of the Russian population are engaged) [5, p. 58; 8, p. 120]. At the same time, there is a stabilization of the ratio of the number of athletes per coach in additional education organizations, which is due to the approved standards of occupancy [2, p. 105].

Since 2006, federal universities have been created in Russia to solve the problem of staffing, as educational, scientific and even innovative clusters aimed at developing regions through the training of highly qualified specialists [8, p. 120]. It should be noted that 9 out of 10 such universities have either an entire structural unit (institute, faculty, etc.) or an educational program in the areas of 49.03.01 "Physical culture", 49.03.04 "Sports" or 44.03.01 "Pedagogical education". Solving the tasks set out in the Strategy, as well as implementing the goals of state programs developed on its basis, requires educational institutions to train personnel that meet the modern needs of society and the state.

Thus, the purpose of the study is to identify the current demands of employers in the field of staffing in the field of physical culture and sports in the

framework of the implementation of the "Strategy for the development of physical culture and sports in the Russian Federation until 2030."

Methods and structure of the study. As part of the study in 2025, educational programs for the training and advanced training of specialists in the field of physical culture and sports at federal universities were analyzed, as well as rapidly changing data on the needs of both employers and society, the needs of the labor market and expectations from specialists in the field of physical culture and sports. The following professions were selected for detailed study: sports coach, physical education teacher and fitness trainer. To identify the expectations of the applicant for the vacant position, an employer survey was conducted, which was attended by the heads of organizations and/or HR services of organizations in St. Petersburg and the Leningrad region (6 sports and 10 secondary schools, and 3 networks of fitness clubs).

Results and conclusions. The analysis of the labor market and expectations from specialists revealed that it is no longer enough to have only basic knowledge in the field of theory and practice of physical culture and sports, it is necessary to be competent in related fields, for example, management, psychology, economics and others. In a rap-

Table 1. The necessary knowledge and skills of the candidate applying for the vacant position in the opinion of the employer

Required skills	Sports coach	Physical Education teacher	Fitness Trainer
Professional skills	<i>A high level of knowledge of the basics of theory and methodology of physical culture and the chosen sport, the basics of sports training methods</i>		
	In-depth knowledge in the field of physiology and sports medicine; basic understanding of the anti-doping system	Knowledge in the field of recreational and/or adaptive physical culture; experience in organizing mass sports events	High level of knowledge of modern fitness programs, including those used in this fitness club; retraining or advanced training in the field of nutrition and dietetics
Digital skills	A confident level of skill in working with: trackers (Wearables); applications for motion video analysis; load tracking software (TrainingPeaks). The ability to adapt training to online mode, use VR/AR to simulate competitive conditions, analyze statistics to optimize training plans	The ability to use digital tools for online learning and interactive games. Proficiency in working in office programs	The ability to conduct online training and video channels. Maintaining social networks to attract customers. The ability to engage in network promotion (participation in partner programs and cooperation with fitness brands)
Personal qualities	<i>The ability to work in a team is important. A high level of development of managerial and organizational skills is required</i>		
	Empathy; focus on results	The ability to create a positive atmosphere during classes; high level of emotional intelligence and psychological literacy, compliance with ethical rules	Have developed "soft skills", willingness to change, the ability to work in a team, maintain KPIs and continuous training
Additional skills	<i>Legal literacy</i>		



idly transforming world, one of the most sought-after skills is the ability to adapt quickly. In this case, training should go beyond traditional disciplines and include the development of skills such as the study of modern technologies, understanding current trends, as well as the development of abilities for self-learning and self-organization.

New technologies are already being actively introduced into the field of sports and fitness. These can be applications for monitoring physical activity indicators, as well as the use of artificial intelligence to create customized training programs. Trainers and teachers should be able to work with these tools in order to make the most effective decisions in their work [1].

However, it is important not only to possess technologies, but also the ability to use them competently, analyze data, interpret results and apply them in practice, which requires a high level of digital literacy.

The strategy in its content provides for its own ways of developing the human potential of physical culture and sports [1]. However, most of them are exclusively related to specialists in the field of sports or cannot be implemented by federal universities within the framework of the education system, despite the fact that they participate in the implementation of the goals and objectives of this field. Based on a comprehensive analysis of the data obtained, we have developed the following recommendations that universities should pay attention to during the training of future specialists, including to increase the competitiveness of graduates [3-7; 9-10]:

1. Constant monitoring of labor market needs and employment conditions. An important point for building a future learning trajectory is to predict future needs.

2. Addition and updating of educational programs taking into account modern trends [4, p. 53; 6, p.44; 9, p. 641]. For example, the introduction of new disciplines into the educational program and training in the use of digital technologies and the study of new fitness technologies or immersion in digital sports.

3. Increasing the volume of practical training, including through professionally oriented (pedagogical and coaching) practices and internships in sports and educational organizations [7]. Another way to gain practical experience may be to introduce project activities, during which students, with the support of the university, can develop and implement their own training programs or activities.

4. Creation and / or development of a modern research base at universities in the field of physical culture and sports, as well as the establishment and development of partnerships with research institutes, sports and general education schools, sports federations for joint research.

5. Transformation of infrastructure, involving not only the modernization of the material and technical base itself, but also the modernization of organizational mechanisms.

6. Support for student self-government and stimulation of their organizational, managerial, research and professional activity.

Conclusions. Federal universities are the fundamental basis for training human resources and play a key role in this process, which consists not only in providing high-quality education, but also in creating an environment conducive to professional growth and, as a result, successful implementation of the Strategy. I would like to note that the current system of training future specialists in the field of physical culture and sports demonstrates a high level, however, it requires to be more variable depending on the needs of the labor market and current trends in the field of physical culture and sports.

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