

## SOCIAL EFFICIENCY INCREASING IN PHYSICAL CULTURE AND HEALTH-IMPROVING WORK WITH THE POPULATION BASED ON THE INTEGRATION OF PHYSICAL AND SPIRITUAL DEVELOPMENT

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### Abstract

*The paper presents an original approach to the development of the mass character of the systematic involvement of the population in physical exercises and "Sport for all" with the main idea to create the integration program focused on "physical – spiritual" development. Against the background of the development of "Sport for All" and various forms of physical education development in population, many problems remain that impede the active involvement in the use of physical exercises in organizing a healthy lifestyle and in practicing of sports activities. In this situation, the most effective way is to use the project approach in developing activities, plans and programs based on original ideas to solve the problems of developing mass participation. This approach is built on a logical scheme: "goals-methods-forms-means". Based on detailed analysis it is possible to create real ideas, the theoretical basis of organizational and managerial activity. Based on the development and implementation of projects: "Irtysk Coast" and "Walking along the history of the city" results have been achieved in increasing the number of people engaged in physical culture in parallel with the formation of value orientations among people of different ages in spiritual and cultural development. Pedagogical observations made it possible to formulate the presentation of the approach as a new "paradigm" in the organization of physical culture movement with a higher social efficiency of physical education of the population.*

### Keywords

*Project activities in the field of physical culture; Integration of physical culture and spiritual development; Organization and technology of physical culture and public health.*

### INTRODUCTION

In the modern world, the task of developing mass physical culture and sports is more important than ever (Ermolaeva, 2015; Ministry of Construction, Housing and Communal Services of the Russian Federation, 2017). The year 2020 was a difficult period in the life of the population of all countries, which is associated with the coronavirus pandemic. Self-isolation of

the population was one of the methods of disease prevention (GOV UK, 2020).

However, the concept of "self-isolation" should not contradict such a phenomenon as strengthening human immunity by means of physical exercise and health-improving training in a natural outdoor environment. Neuman, Turcova, Martin (2015) declare in their study that tourism activities have historically involved active movement on foot through the

countryside. More recently the English term “Green Exercise” has referred to physical activities that take place in nature, in a park or in natural exercise areas. There is also good evidence that viewing, being in, and interacting with natural environments has positive effects, reducing stress and increasing the ability to cope with stress, reducing mental fatigue and improving concentration and cognitive function.

Therefore, the problems of the development of mass forms of physical culture and health work with the population have a pronounced urgency.

It should be noted that traditional organizational technologies of attracting the population to systematic physical exercises and sports (advertising, the presence of sports facilities, mass competitions, etc.) do not always effectively solve the assigned tasks.

As an improvement in the organizational and technological approaches to the development of mass, there was the attraction of people to participate in educational excursions. Projects were developed as an original solution in the development of the social effectiveness of the sphere of physical activity of the population. In this paper, two projects are presented, as the most versatile in implementation, for cities that have objects with historical value and cultural heritage (Dridze, Orlova, 1995; Vydrin, 2001).

Physical education and sport service development policies are ranked on top of the list of priority social progress strategies to facilitate the popular demand for the physical education and sport service and help the local people physically progress, improve the life quality and mobilize the communal human resource. One of the key goals of the municipal physical education and sport service is to meet the communal demand

for healthy lifestyle by physical education and sport facilities and services.

It should be mentioned, however, that the municipal physical education and sport service development initiatives are still restrained by the following factors: (1) shortage of the municipal budgets for the relevant projects, particularly for the outdoor and indoor sport infrastructure development projects; (2) uneven distribution of the sport infrastructure across the municipality with some areas being still in need of modern recreation/ sports zones; (3) outdoor sport facilities operation and maintenance problems, particularly in the communal housing areas; (4) still inadequate remuneration schemes for the sport trainers/ instructors/ managers with poor incentives for the quality service in the municipal areas – yards, parks, beaches etc.; and (5) still low priority given to the mass physical education and sport service by the local authorities and regulators.

Modern physical education and sport services offer a wide range of benefits both in the physical progress and social aspects and, hence, are very important as one of the social wellbeing securing sectors. The physical education and sport sector issues need to be addressed by harmonized efforts of many sciences including the social management theory and practice, psychology and pedagogy.

## **OBJECTIVE OF THE STUDY, HYPOTHESES**

The purpose of the research was the search and development of qualitatively new approaches in the development of mass physical culture and sports through the integration of physical and spiritual, in the improvement of human value cultural orientations.

The object of the research was the

process of physical culture and health improvement and excursion work with the population of the city.

The subject of the research was the creation and practical implementation of projects of physical culture-oriented programs with elements of historical and cultural knowledge of a person.

## HYPOTHESES

We assumed that attracting people of different ages to participate in excursions to historical sites of the city that have cultural value using modern, popular and affordable means and types of physical activity will significantly increase the number of “new” athletes who systematically engage in physical exercises, and will enrich the valuable personal qualities of the townspeople in relation to their hometown (Rasin, 2015).

## METHODS

### Research material, procedure

The theoretical prerequisite was the development of projects called “Walking through the history of Omsk” and “Irtysk coast”.

“Walking through the history of Omsk” represents a project based on the idea of introducing the Omsk people and guests of the city to the use of “Scandinavian walking” as a means of physical culture and sports orientation, which has accessibility in all parameters of load and conditions of classes, with movement through cultural and historical sites cities. In fact, this is a physical culture-oriented excursion around the centre of the city Omsk, where the means of transportation was “Nordic walking” (Rasin, 2020).

The regulations and parameters of the

program were as follows:

- Excursions were planned 3 times a week;
- Groups were composed according to the number of people who could get the greatest effect from the teaching and training load;
- Accessibility and attentiveness to the guide's information about the historical and cultural values of the city's objects.

Therefore, each group consisted of 15-25 people of different ages, mostly novice users of “Nordic walking”. The excursion program included a Nordic walking master class and a warm-up. After that, for 2 hours, an excursion to the sights of the city of Omsk was conducted.

In the process of project implementing, which initially received a grant (financial support) from the Presidential Grants Fund, we attracted more than 500 hundred participants aged 35 to 80 years.

Our pedagogical observations were related to the study of the motivation of the participants at the beginning and in the process of excursion activities, the subjective assessment of the physical and spiritual condition, as well as the monitoring of these indicators throughout all 4 months of the project.

### Indicator sampling technique

The main indicators for assessing the effectiveness of the implementation of this project were:

- Proportion of the number of project participants who began to use “Nordic walking” in the system of independent physical education at least 2 times a week;

- Dynamics of an increase in the number of project participants during 4 months of implementation (estimate of the number per week);
- The number and increase of posts in social networks of the Internet resource and stories in the media;
- Results of a sociological survey of

participants about the benefits and satisfaction with the project program.

## RESULTS AND DISCUSSION

### Results of the project implementation and conducted research

**Table 1 Results of the project "Walking through the history of Omsk"**

n	Project results	Indicator
1.	Involvement in participation in the project via the Internet and internal communications	500 person
2.	Using Nordic walking in organizing a healthy lifestyle	80% project participants
3.	Getting new knowledge about the sights of the city	90% project participants
4.	Visiting excursions at least once a week	30% project participants

1. In the process of implementing the project, more than 500 thousand participants were attracted through social networks and internal communications, which is the target predictive indicator of the project.
2. 80% of the project participants received the necessary training and began to use "Nordic walking" in the mode of organizing a healthy lifestyle.
3. 90% of the project participants (according to the opinion poll) received new knowledge about the sights of the city of Omsk, which was the reason for their participation in excursions many times.
4. It turned out that 30% of the total

number of project participants attended the excursion at least once a week for 4 months. This was a positive personal assessment of the level of comfort of physical activity and spiritual information perception.

5. In the process of implementing the project, on the initiative of a number of organizations, "partners" were involved, who provided assistance in equipping the excursion with sticks for "Nordic walking" and expanding the information support of our project.

The second project, named "Irtysk Coast", has become a kind of visiting card of the facility, which was built as a sports

and entertainment bike path along the embankment of the Irtysh River.

At the first stage of operation, the complex sports track was of sports and training interest among those involved. The popularity of this facility among fans of cycling, cycling training and other physical exercises was at a fairly high level. The complex sports track was created as a flat sports facility for fans of various sports and versatile training, including outdoor training facilities, gymnastic apparatus and methodological support stands.

The idea of the project "Irtysh Coast" was to fill the physical culture and sports activities of those involved, especially young people in integration with the cultural program of acquaintance with the sights of the city. The organizational prerequisite for the project was the placement of signposts to the cultural and historical objects of the city of Omsk, installed along the territory of the cycle path of the Irtysh river embankment. Bicycle parking lots have been installed near the objects of historical and cultural heritage. The content of the project provided for the organization and conduct of a quest game with elements of cycling, the rules of cycling and questions about the knowledge of historical and cultural objects of the city of Omsk.

We monitored the indicators of youth participation in the quest programs, as well as a survey of cycling enthusiasts.

The observations were carried out for one year. An increase in those wishing to use a bicycle as a physical culture and sports activity was revealed with an increase of up to 100 people weekly. Especially on weekends. Thus, this project made it possible to increase the proportion of those who systematically go in for physical culture and sports. We also identified a positive effect from the organization of cultural quest programs in

additional information, acquaintance and subsequent visits to objects of cultural and historical heritage.

Only for one year since the Urban Health Zone Concept has been under implementation, the city has reported to rehabilitate and equip 72 outdoor sport facilities including: 5 street training grounds; 5 children playgrounds; 3 walled ice-hockey rinks; beach volleyball stadium with spectator stands; 4 school stadiums; and 2 indoor physical education and sport centers sponsored by the GaspromNeft OJSC social investment division. In addition to the municipal budget investments to the physical education and sport infrastructure development, rehabilitation, operation and maintenance projects, they were supported by a few commercial and non-governmental organizations who won the relevant municipal and federal contests of the social projects and initiatives.

The municipal physical education and sport infrastructure development/ rehab projects were associated with a growth of the mass physical education and sport events in the city. For the last year the city reported hosting more than 800 communal and municipal mass sport events joined by 105,794 people – that is 200 people more than in the last year according to the formal reports of competitions.

As officially reported by the Federal Statistical Data Form 1- physical education:

- The municipal physical education and sport infrastructure has grown up for the year by 22 facilities, with the outdoor physical education and sport grounds reported to grow by 656,720 square meters to reach 30% of the federal standard (versus 26.5% in the last year).
- The municipal physical education



and sport service popularity has grown for the period, with the served population reported at 386,360 that is 22,418 more than in the last year. The actively sporting population was reported to grow by 1.9% to 35.2% of the total.

## DISCUSSION

Against the background of the development of “Sport for All” and various forms of development of the physical culture of the population of Russia and other countries, many problems remain that impede the active involvement of middle-aged and elderly people in the use of physical exercises in organizing a healthy lifestyle and in the exercise of sports activities. In this situation, the most effective way is to use the project approach in developing activities, plans and programs based on original ideas to solve the problems of developing mass participation. This approach is built on a logical scheme: “goals-methods-forms-means”. Based on detailed analysis it is possible to create real ideas, the theoretical basis of organizational and managerial activity. This study shows the most effective development projects that were implemented in the city of Omsk in the period 2012-2018. These include:

1. Modernization of the embankment of the Irtysh River - “The embankment of the Irtysh - the territory of health”;
2. Creation of territories of family physical culture and sports in city parks - “Sports and fitness mini park”, “Park of the 300th anniversary of the city of Omsk”, “Youth-sports territory – BRIDGE” in the park “Green Island”;
3. The development of physical culture at the place of residence – “City of

Sport”, “International Stadium”;

4. Creating conditions on the territory of the city of Omsk - “Omsk is the territory of health”;
5. Patriotic education of youth - “Week of running-relay race of memory”, along the streets named after Heroes and others.

The implementation of the projects allowed: to increase the number of people involved in physical education and sports in the city of Omsk, by 20% for the period from 2013 to 2020, to create conditions for the social well-being of the residents of Omsk.

## CONCLUSION

The presented material can be considered one of the most effective ways of attracting the population to systematic exercising and sports providing. Elements of the cultural and historical heritage, the aspiration of people, to whom it is an established need, played a positive role in acquaintance, learning and the use of physical activity. In turn, for those who systematically engaged in physical exercises and sports, our projects turned out to be factors of sustainable interest and the formation of personal value orientations, manifested in gaining knowledge and love for their city. It is possible to conclude that this approach has become a new “paradigm” in the development of the social significance of physical culture and sports of the population.

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