

Socio-pedagogical aspects of management in the field of physical culture and sports

Syrlybayev Sagat¹, Kazakh academy of sports and tourism, 050022, Abay street, 85, Almaty, Kazakhstan
<https://orcid.org/0000-0002-1263-652X>

Baitassov Yesset², Eurasian National University named Gumilev L.N., Satpaev street 2, 010008, Nur-Sultan, Kazakhstan
<https://orcid.org/0000-0002-3455-8489>

Iskakov Taiyrzhan³, Kazakh academy of sports and tourism, 050022, Abay street, 85, Almaty, Kazakhstan
<https://orcid.org/0000-0002-7499-9297>

Sabyrbekova Laura⁴, Kazakh academy of sports and tourism, 050022, Abay street, 85, Almaty, Kazakhstan
<https://orcid.org/0000-0002-2901-1390>

Yessimgaliyeva Tlekshi⁵, Academy of logistics and transport, Shevchenko st., 97, 050000, Almaty, Kazakhstan
<https://orcid.org/0000-0003-3499-5141>

Suggested Citation:

Sagat, S., Yesset, B., Taiyrzhan, I., Laura, S. & Tlekshi, Y. (2022). Socio-pedagogical aspects of management in the field of physical culture and sports. *Cypriot Journal of Educational Science*. 17(5), 1696-1702.
<https://doi.org/10.18844/cjes.v17i5.7339>

Received from January 15, 2022; revised from March 12, 2022; accepted from May 10, 2022.

©2022 Birlesik Dunya Yenilik Arastırma ve Yayıncılık Merkezi. All rights reserved.

Abstract

Radical changes in the economic, social, political, and cultural spheres of a country, directly and indirectly, affect the development and functioning of the socio-economic system of physical culture and sports. The present work aims to study the organizational and pedagogical aspects of training specialists in national sports and sports management. The research collected data with the help of a sociological survey of managers and specialists of sports organizations of various forms of ownership. The research identified and classified the factors that affect the effectiveness of the personnel management system, with Henry Fayol's principles as the framework. The stages of creation, formation, and distribution of physical culture and sports student organizations in Kazakhstan are defined. In addition, the article describes the socio-pedagogical aspects of management in physical culture and sports organizations, taking into account the new socio-economic conditions of the development of the physical culture movement.

Keywords: Health; management; organization; pedagogy; physical culture; sports.

* ADDRESS FOR CORRESPONDENCE: Syrlybayev Sagat, Kazakh academy of sports and tourism, 050022, Abay street, 85, Almaty, Kazakhstan
E-mail address sagat.syrlybayev@bk.ru

1. Introduction.

Radical changes in the economic, social, political, and cultural spheres of a country, directly and indirectly, affect the development and functioning of the socio-economic system of physical culture and sports (Ya, 2020). Currently, there are employees in a new field of activity known as sports management. The restructuring of the system of the economic and social sphere, taking into account market relations, affects the situation and activities of physical culture and sports organizations. Operating in a mixed economy and liberalized social relations, sports, and sports organizations are interested in forming a management system that ensures high performance, development opportunities, and a stable position in the market.

The independence of physical culture and sports organizations in the market leads to a complication of the scope of organizational and managerial work for the intensification and increase in activities of senior staff directly within the organization and the external environment (Pereverzin, 2006). Special training in the field of physical culture and sports management is necessary for the further development and functioning of physical culture and sports organizations. Without the study of many factors – social, economic, legal, mental, socio-pedagogical, demographic, etc.

The activity of management and marketing requires special knowledge, skills, and serious professional training of specialists to work in all sports and sports organizations of the country, which themselves choose a legal and organizational form that allows them to successfully conduct business activities (LLC, CJSC, JSC, firms, clubs, etc.) (Altukhov, 2013).

1.1. Conceptual framework

The transition to market relations, the priority of the quality of sports and sports services, and ensuring its competitiveness have changed the requirements for sports management note that without highly qualified, cultured, knowledgeable management personnel, deep qualitative changes in the field of sports management are unthinkable. This is because the manager turns from a pure administrator who blindly carried out commands “from above” into a creative person whose activities are aimed at implementing the policy of motivation, which becomes crucial in the transition to market relations. Researchers determine that the policy of motivation in the context of the development of collective labor organization and the involvement of all employees in management is aimed at developing cooperation between staff and the administration to achieve common goals. It encourages to look for new forms of management, develop potential abilities, work effectively, and be the creative attitude of sports managers to the provision of services and management led to an increase in their independence and participation in managerial decision-making; direct interest in the result of collective work (Shchekin, 2003; Altukhov, 2013).

Human resource management is one of the most important areas in the activities of physical culture and sports organizations and is considered the main criterion for its economic success (Chelladurai & Kim, 2022). Earlier, the main attention was paid to the development and improvement of technological progress, the introduction of advanced technologies, and the modification of organizational structures. However, currently, the bias is made towards the human factor, in other words, the essence and effect of business are determined by people. Thus, the implementation of the modern course of radical reform, active social policy, and a key component of business in the sports industry impose qualitatively new requirements for the development of a new scientific and methodological approach to personnel management, regarding the content of socio-pedagogical purpose.

Today, the most common demotion of personnel management is the following-it is a set of principles, methods, tools, and forms of purposeful influence on the human component of the organization (interests, behavior, and activities of employees) to align the capabilities of the staff and the goals, strategies, and conditions of the organization's development (Kotler, 2015). It is important to take into account the process of career guidance, an adaptation of the employee to the social and

production-technological environment of the organization, his entry into a particular social group, and the role structure of the organization's team.

The management system is based on developed and justified methods and principles (Table 1) In addition, 12 fundamental principles in management were developed by Henri Fayol (Table 1) (Kibanov, 2005). The basic principles define the philosophy and strategy of managing a physical culture and sports organization. Based on the developed principles, the goals of the physical culture and sports organization are adjusted, priorities are clarified, its policy is formulated and methods are developed. With the help of appropriate working methods, instructions, regulations, and standards, the principles, goals, priorities, and policies of the physical culture and sports organization are implemented.

Table 1
Grouping the Fayol Principles

Grouping of principles	Management principles
Structural principles	<ul style="list-style-type: none"> - division of labor; - unity of purpose and leadership; - the ratio of centralization and decentralization; - power and responsibility;
Principles of process	<ul style="list-style-type: none"> - goal; - justice; - discipline; - remuneration of staff; - the unity of the teams; - submission to the main interest;
Principles of the final result	<ul style="list-style-type: none"> - order; - stability; - initiative; - corporate spirit;

The principles of management in physical culture and sports are the basic rules, regulations, and norms of behavior that guide the management bodies and managers of the organization in the process of implementing managerial influence. The main principles of management in the field of physical culture and sports include the following:

- the principle of combining branch and territorial management is based on the existing administrative-territorial division of the country and the branch structure of the national economy, that is, a sports and sports organization can be created and function both on the branch and on the territorial principle;
- the principle of combining material and moral incentives is based on the statement that any extreme is a sign of limitation. In the field of physical culture and sports;
- moral and material incentives for the work of specific people, assigning titles and state awards to employees of various physical culture and sports organizations.

1.2. Purpose of study

It is established that professional orientation consists of the effective application of the employee's qualifications, experience, and views. Given the scale of information that is provided to a specialist in physical education and sports, professional orientation is divided into general and special [6]. The general professional orientation consists in familiarizing the novice with the organization in general: types of activities, organizational structure, an assortment of services, consumers, development prospects, traditions, priorities, norms of relationships, wages, working and leisure hours, requirements for work safety and safety, solving household issues, etc. The present work is

devoted to the study of organizational and pedagogical aspects of training specialists in national sports and sports management.

2. Materials and Methods

2.1. Data collection

The research collected data with the help of a sociological survey of managers and specialists of sports organizations of various forms of ownership. The research identified and classified the factors that affect the effectiveness of the personnel management system, with Henry Fayol's principles as the framework.

2.2. Participants

The study of organizational and pedagogical aspects of training of managers was conducted following a common theme of research and development Department of management, economics, and history at Moscow State Academy of physical culture (MHAFC). MHAFC was the component of development for the improvement of professional training of managers of sports organizations (Pochinkin, Dimitrov & Visheiko, 2016).

2.3. Analysis

The collected data was analyzed using statistical methods. Percentages of the data were analyzed and thereafter discussed.

3. Results

The special orientation refers to the subsection where the new employee will be involved. To this end, it provides the following information: whole, the technology, and characteristics of the subsection; connection subkey with other production and management topics.

Less significant are socio-psychological (33%) and psychological adaptation (13%). The obtained results indicate that for full adaptation to the conditions of professional activity of modern specialists in physical education and sports, it is necessary from 2-3 weeks to 2-3 months. The timing and effectiveness of adaptation to working conditions, first of all, depending on the following factors: the level of organization and working conditions (47% of respondents noted); the norms of mutual relations in the team (26%); the number of wages (13%);

The work of specialists in physical culture and sports is one of the types of pedagogical work in its meaning, it requires a high level of professional qualification for its high-quality performance and constant improvement, and restoration of professional knowledge (Kotler, 2015). Level of organization and working conditions. Factors that influence the timing and effectiveness of adaptation to work conditions in a physical culture and sports organization. Therefore, for the training of personnel, a multi-level system of professional physical education has been formed, which implements the following educational programs: higher vocational education; postgraduate education.

The researchers note that the importance of postgraduate education for physical education personnel has increased significantly recently. This is confirmed by the data of our sociological research. Thus, 60% of FSO managers consider postgraduate education to be a strategically important direction in personnel management. Specialists in physical education and sports believe that one of the acceptable types of training for them is an internship (33% of respondents noted) and professional training at the educational qualification level "master" (20%).

As a result of a sociological survey of managers and specialists of sports organizations of various forms of ownership, we identified and classified the factors that affect the effectiveness of the personnel management system. The classification of these factors provides for their division into two groups: factors of the internal environment and the external environment of the organization. The factors of the internal environment include the professional and personal characteristics of the

manager (47%), the presence of organizational culture, and the use of financial and economic management methods (27%), as well as an adequate organizational management structure (13%). The factors of the external environment include the creation of integrated systems for managing the quality of work (47%), the orientation of the incentive system to entrepreneurship, innovation, participation in management decisions (26%); strengthening the interaction of personnel services with state management bodies (13%).

To create an effective personnel management system in the FSO, as the results of the study show, it is necessary to widely use financial and economic incentives (74%), introduce new technologies of personnel management (40%), develop clear functional responsibilities and work regulations for employees (20%) (Kuramshin, 2002; Skorokhodov, 2018).

4. Discussion

Employees of physical culture and sports organizations for the most part do not have professional training for running a sports business and do not know about the technology of entrepreneurship. Insufficient professional competence of organizational and managerial employees is a real and urgent problem. The study of legislative and normative-legal documents regulating the sphere of physical culture and sports established that the reform of the primary organization is one of the priority directions of the development of the domestic physical movement.

The generalization of the theoretical experience of the development of this direction indicates that the issues of sports club management are of particular relevance. Researchers note that the management of a physical culture and sports organization includes two main aspects. The first is the definition of the organization's goals, the development of measures for their logical decisions, on the one hand, and direct and stimulate the activities of its employees to fulfill the goals and objectives of the organization, on the other. Guide to sports organization is the leadership (management) people in terms of impact on the attitudes of employees towards fulfilling their goals (Quick, Shilbury, Funk & Karg, 2014).

Today, the role and importance of physical culture in modern society can hardly be overestimated. It has become an integral part of our lives and has received a social sound. As a result of the events related to the Olympic and Paralympic Games in Rio de Janeiro, we can confidently say that physical culture, in particular high-performance sports, has become part of the policy of the United States, Great Britain, and several other countries. The socio-pedagogical purpose of physical culture can be reduced to several brief aspects, which are disclosed in the manual. First of all, we consider it as a part of the general culture inherent in human society, as well as moral, aesthetic, legal, communicative, and other types of cultures. At the same time, physical culture, like any other, has its unique features. The focus should be on its health-improving orientation, as well as the education of physical qualities (strength, speed, endurance, flexibility, dexterity, and their combinations) (Quick, Shilbury, Funk & Karg, 2014; Lednev, 2017).

It is important that in the process of practicing physical exercises and other means of physical education, a person develops a whole set of moral qualities, such as purposefulness, discipline, ability to work, patience, etc. Physical training increases the physical performance of a person and increases his ability to perform physical work for a long time and effectively. According to many authors, the body, all its organs, and systems are interconnected, represent a single whole and, as a result, performance and mental performance mutually affect each other (Tomic, 2002).

5. Conclusions

Personnel is a key factor in any physical culture and sports organization, and their management is a strategic function of sports management. Generalization of theoretical experience allowed us to establish that with all the variety of scientific works, there is a contradiction between the high degree of development of the theory of organization management, promotion of the values

of physical culture, and the lack of development of the socio-pedagogical aspects of the management of physical culture and sports organization.

Therefore, for the training of personnel, a multi-level system of professional physical education has been formed, which implements the following educational programs: secondary vocational education; higher vocational education; postgraduate education. Training can be carried out on the job and off-the-job. The criteria for choosing the type of training are: on the one hand, income (professional development leads to an increase in economic performance), and on the other hand, significant costs.

Methods of training the personnel of physical culture and sports organization (as technologies) in the educational process are extremely diverse and dynamic, and their choice is one of the most important creative tasks of the management. When choosing a specific teaching method, experts suggest taking into account the following factors: the variety of learning goals; the nature and content of the educational and cognitive task; the limited duration of training; the need to activate cognitive activity; the habits of educational work lost in the course of practical activity; the relationship of students interests with their professional activities; the cognitive capabilities of the corresponding age-old category of specialists; the need for the rapid application of the acquired knowledge by students in their practical work; the level of andragogical skill of the teacher.

Further research on this on this issue will contribute to the implementation of the current course of radical reform, active social policy, and a key component of business in the sports industry, taking into account the new scientific and methodological approach to the management of sports personnel.

References:

- Altukhov, S. V. (2013). Event management in sports. *Management of sports events, Soviet sport, Moscow*. <http://www.sportmont.ucg.ac.me/?sekcija=article&artid=1878>
- Chelladurai, P., & Kim, A. C. H. (2022). *Human resource management in sport and recreation*. Human kinetics. https://books.google.com/books?hl=en&lr=&id=YrCoDgAAQBAJ&oi=fnd&pg=PR1&ots=fZ-Cistyf8&sig=9Y6mwfNKvPgwBF-STpk8ig7g_Qs
- Kibanov A. Y.(2005). Personnel management of the organization. 3rd ed., add. And pererab. M.: INFRA-M, 2005. p. 562
- Kotler, F. (2015). Fundamentals of marketing / F. Kotler. – 5th European ed. - M: Williams, 2015. 752 p. <http://library.wbi.ac.id/repository/212.pdf>
- Kuramshin, Yu. F. (2002). Highest sports achievements as an object of system analysis. <https://elibrary.ru/item.asp?id=26025503>
- Lednev, V. A. (2017). Sports industry: let's understand the concepts. *SM: All about sports management and marketing*, (1), 9. <https://cyberleninka.ru/article/n/predprinimatelstvo-v-industrii-sporta-vozmozhnosti-ozhidaniya-i-rezultaty>
- Pereverzin, I. I. (2006). Management of a sports organization: textbook / AI Perevezin.-3rd ed., Revised. And additional.
- Pochinkin, A. V., Dimitrov, I. L., & Visheiko, S. V. (2016). The bankruptcy of professional sports clubs: accident or objective reality? *Scientific notes of the University. PF Lesgaft*, (7 (137)), 112-116. <https://cyberleninka.ru/article/n/bankrotstvo-professionalnyh-sportivnyh-klubov-sluchaynost-ili-obektivnaya-realnost>
- Quick, S., Shilbury, D., Funk, D., & Karg, A. (2014). *Strategic sport marketing*. Allen & Unwin. <https://www.taylorfrancis.com/books/mono/10.4324/9781003117483/strategic-sport-marketing-david-shilbury-hans-westerbeek-shayne-quick-daniel-funk-adam-karg>

- Sagat, S., Yesset, B., Taiyrzhan, I., Laura, S. & Tlekshi, Y. (2022). Socio-pedagogical aspects of management in the field of physical culture and sports. *Cypriot Journal of Educational Science*. 17(5), 1696-1702. <https://doi.org/10.18844/cjes.v17i5.7339>
- Shchekin G.V. (2003). Theory and practice of personnel management: Study method. posob. / auth. – comp.; 2nd ed., K.: MAUP, 2003. 280 p. <https://subject.com.ua/pdf/291.pdf>
- Skorokhodov, S. N. (2018). Marketing in the management system of a sports organization. *Science and Sports: Current Trends*, 21 (4), 165-170. <https://cyberleninka.ru/article/n/marketing-v-sisteme-upravleniya-sportivnoy-organizatsiey>
- Tomic, M. (2002). Sports marketing. Market and sports products. Moscow: MAFSI, 224. <https://search.rsl.ru/ru/record/01000986185>
- Ya, L. (2020). Modern Approach to Sports Industry Management under Uncertainty. *Экономический вестник Донбасса*, (4 (62)), 119-123. <https://cyberleninka.ru/article/n/modern-approach-to-sports-industry-management-under-uncertainty>