



SWOT Analysis of Professional Training of Specialists in Physical Culture and Sports in Ukraine

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ABSTRACT: To assess the strengths and weaknesses of the system of training specialists in physical culture and sports in Ukraine, as well as to identify prospects and challenges, it is advisable to use a SWOT analysis, which, in the context of global trends, allows you to assess modern realities and develop recommendations for its improvement comprehensively. SWOT analysis (strengths, weaknesses, opportunities, threats) is a strategic planning tool to determine internal and external factors affecting a project or organization. The article is applied to the professional training of specialists in physical culture in Ukraine to determine the key areas of improvement of the industry and its strategic development. SWOT analysis revealed strengths (qualified teaching staff, comprehensive curriculum, practical learning opportunities, focus on neuro-pedagogical approaches), weaknesses (limited resources and infrastructure, gaps in the relevance of the curriculum, insufficient integration of technology, neglect of mental health), opportunities (integration of modern teaching methods, use of technology for better learning, promotion of inclusive education practices, international cooperation, and knowledge sharing), threats (economic instability and funding cuts, the impact of geopolitical conflicts, brain drain, health crises, and pandemics). It is shown that integrating modern teaching methods and promoting international cooperation are key opportunities to stimulate innovation and improve the quality of educational programs. Mitigating threats such as economic instability, geopolitical conflicts, and outflow requires proactive measures, including advocating for increased funding, developing contingency plans, and creating attractive career opportunities.

KEYWORDS: SWOT analysis, professional training, physical culture and sports specialists, PC&S, Ukraine, education.

PROBLEM STATEMENT

Professional training of specialists in physical culture and sports in Ukraine plays a key role in forming highly qualified personnel capable of working effectively in modern educational and sports challenges. The training system is based on a combination of theoretical knowledge, practical skills, and pedagogical competencies, providing an integrated approach to training future coaches, physical education teachers, and sports managers. Several opportunities and difficulties are caused by internal factors (quality of educational programs, level of material and technical base, human resources) and external influences (changes in legislation, socio-economic conditions, and international trends in sports education).

ANALYSIS OF CURRENT RESEARCH

Key components of professional training include educational programs and curriculum development. The curriculum for training PC&S specialists in Ukraine is designed to provide a comprehensive understanding of various aspects of physical education and sports. These include anatomy, physiology, biomechanics, sports medicine, pedagogy, and psychology. The curriculum also covers specific sports disciplines and training techniques. The development of these programs considers current trends in the labor market, the growing variability of employment, and the need for lifelong learning (Kovalchuk et al., 2022).

Practical training is an integral part of the professional development of sports specialists. Students engage in hands-on activities, including coaching and managing sports teams. They also intern at sports clubs, schools, and other relevant organizations. This practical experience allows them to apply theoretical knowledge in actual conditions and develop the necessary skills (Karasiyevych et al., 2021).

At the same time, the quality of the teaching staff plays a vital role in the effectiveness of the professional training of specialists. Qualified teachers with experience in their respective fields are essential for high-quality education and training. Continuous professional development of teachers is also vital to keep them up-to-date with the latest advances in sports science and training techniques. We note several studies that describe the preparation of physical education teachers to use innovative types of

physical activity (Atamanyuk et al., 2021), to the organization of a wellness environment (Rybalko, 2019), development of digital culture of physical education specialists (Lazorenko & Semenikhina, 2020), their kinesiological competence (Krasilov, 2019), health competence (Borysenko, 2018), readiness to organize sporting events (Kiselyov, 2018) and others. Developing modules and courses for teachers can contribute to their improvement (Kovalchuk et al., 2022).

Appropriate resources and infrastructure are needed to support professional training programs. This includes well-equipped sports facilities, exercise equipment, libraries, digital health tools (Surin et al., 2024) and information technology resources (Semenikhina et al., 2022). Access to modern technologies and equipment improves learning and prepares students for the profession's requirements. Investments in sports infrastructure can also increase participation in sporting events (Sharpe et al., 2022).

To assess the strengths and weaknesses of the training system, as well as to identify prospects and challenges, it is advisable to use a SWOT analysis, which allows you to comprehensively assess the current state of professional training of specialists in physical culture and sports in Ukraine and develop recommendations for its improvement in the context of global trends. Thus, the article's purpose is a SWOT analysis of the professional training of specialists in physical culture and sports in Ukraine.

METHODS

SWOT analysis (strengths, weaknesses, opportunities, threats) is a strategic planning tool to assess internal and external factors affecting a project or organization. This article is applied to the professional training of physical education specialists in Ukraine to identify key areas of improvement and strategic development of the industry.

RESULTS

The SWOT analysis revealed strengths, weaknesses, opportunities, and threats.

Strengths

Qualified teaching staff. In Ukraine, there is a personnel reserve of qualified teachers and trainers in physical education. These educators often have expertise in specific sports disciplines, sports medicine, and pedagogy, which provides a solid foundation for professional training (Kovalchuk et al., 2022). Continuous professional development initiatives are essential to ensure that these teachers are up-to-date with the latest advances in sports science and teaching methodologies. Developing modules and courses designed for teacher improvement is profitable (Kovalchuk et al., 2022).

Comprehensive curriculum. The curriculum for training specialists in physical education in Ukraine is designed to provide a broad understanding of various relevant subjects. These include anatomy, physiology, biomechanics, sports medicine, pedagogy, and psychology. A comprehensive curriculum ensures that graduates have a solid theoretical foundation for their future careers.

Opportunities for practical training. Practical training is integral to the professional development of sports specialists in Ukraine. Students participate in hands-on activities such as coaching and managing sports teams. Internships in sports clubs, schools, and other relevant organizations provide valuable real-world experience (Karasiyevych et al., 2021).

Focus on neuro-pedagogical approaches. There is a growing emphasis on introducing innovative techniques, such as neuro-pedagogy, in the training of physical education teachers. This approach optimizes educational conditions using the latest neuro-pedagogic didactic requirements. A key aspect is the experimental verification of updated teaching methods of secondary school sports activities using techniques such as modeling, observation, and tests (Karasiyevych et al., 2021).

Weaknesses

Limited resources and infrastructure. Many institutions in Ukraine face challenges related to limited resources and outdated infrastructure. This is an inadequate sports base, equipment for training, and access to modern technologies. Insufficient resources can hinder the quality of learning and limit students' hands-on experience.

Gaps in the relevance of the curriculum. Although the curriculum is comprehensive, there may be gaps in its relevance to the current labor market demands. Current trends, such as increasing variability in employment and the need for lifelong learning, are not always fully integrated into educational programs (Kovalchuk et al., 2022). Ensuring that the curriculum evolves according to these changing requirements is necessary.

Insufficient integration of technologies. The integration of technology into sports and physical education training is still evolving. Many sports professionals may not have the technology to analyze data, monitor performance, and optimize workouts. Insufficient preparation for appropriate software and equipment can make students unprepared for the future (Sharpe et al., 2022).

Mental health neglect. The mental health of students and athletes is often overlooked in professional training programs. University students are at a higher risk of mental health problems (Kljajević et al., 2022). The curriculum should include strategies to promote mental well-being and provide mental health support.

Possibilities

Integration of modern teaching methods. It is possible to integrate modern teaching methods into the curriculum. This includes incorporating the latest research in sports science, biomechanics, and physiology to improve training performance. Introducing programming into team sports training can also optimize the training process. This involves the organization of training based on specific programs that consider the types and ratios of work, quantitative indices, and readiness criteria (Shchepotina et al., 2021).

Using technology for better learning. Technology can significantly improve the learning experience and prepare students for the profession's demands. This includes using data analysis software, performance monitoring tools, and virtual reality simulations for training. Online platforms and resources can provide access to a broader range of learning materials and facilitate distance learning (Berezhna & Prokopenko, 2020).

Promotion of inclusive education practices. Popularization of inclusive education practices can expand the scope of physical education and sports programs. This involves training specialists to work with various population groups, including people with disabilities. The creation of universal design institutes and advanced personnel training are necessary to ensure the rights of persons with disabilities (Kryshtanovych et al., 2020).

International cooperation and knowledge sharing. Global collaboration can provide valuable opportunities for knowledge sharing and innovation. Participation in international projects and initiatives can acquaint Ukrainian sports specialists with other countries' best practices and achievements (Kovalchuk et al., 2022). Cooperation with international experts can also improve the quality of training programs and research activities.

Threats

Economic instability and funding cuts. Financial instability in Ukraine may lead to reduced funding for educational and sports programs. Funding cuts may limit the resources available for vocational training, affecting the quality of education and learning opportunities. Economic issues can also affect the ability to maintain and upgrade sports facilities and equipment.

The impact of geopolitical conflicts. Geopolitical conflicts, such as the ongoing war in Ukraine, pose significant threats to the education sector. Conflicts can disrupt curricula, damage infrastructure, and displace students and teachers. The COVID-19 pandemic has created significant challenges for the education sector, particularly for the training of sports specialists (Berezhna & Prokopenko, 2020).

Brain drains. A significant threat is the emigration of qualified sports professionals to other countries for better opportunities. The brain drain can deplete the pool of competent specialists in Ukraine and undermine the quality of educational programs. Creating attractive career opportunities and improving working conditions are essential for retaining talented people.

Health crises and pandemics. Health crises like the COVID-19 pandemic can disrupt education and training programs. The shift to distance learning has created challenges for effectively teaching theoretical and practical content. Pandemics can also affect students' and athletes' mental and physical health, affecting their ability to participate in training activities (Rogowska et al., 2020).

A detailed analysis of each SWOT component indicates the following.

The strength of the availability of qualified teaching staff in Ukrainian physical education programs can hardly be overestimated. These individuals often have advanced degrees in sports science, physical education, and related fields. In addition, many have hands-on experience as athletes, coaches, or sports medicine specialists. This combination of theoretical knowledge and practical experience allows them to provide comprehensive training and mentorship for students. The qualifications of professional teachers and staff should be improved (Kovalchuk et al., 2022).

The comprehensiveness of the curriculum provides students with a wide range of topics related to physical education and sports. Including subjects such as anatomy and physiology provides a deep understanding of the human body and its functions. Biomechanics provides insights into movement and technique, while sports medicine encompasses injury prevention and rehabilitation. Pedagogy and psychology equip students with the skills to learn effectively and motivate others.

The emphasis on practical training and skill development is a significant strength. By actively participating in coaching, coaching, and managing sports teams, students gain hands-on experience that complements their theoretical knowledge. Internships provide additional opportunities to apply your skills in real-world settings, working with athletes and sports organizations.

The integration of neuro-pedagogical approaches is a strong point of perspective thinking. By optimizing educational conditions based on the latest research in neuroscience and pedagogy, Ukrainian programs can improve the learning experience and student outcomes (Karasiyevych et al., 2021). This includes using simulations, observations, and tests to test the effectiveness of updated teaching methods.

A study of weaknesses suggests the following.

Limited resources and infrastructure are significant obstacles to the professional training of physical education specialists in Ukraine. Outdated sports facilities and the lack of modern training equipment can limit the volume and quality of practical training. Limited access to libraries and information technology resources can also hinder students' ability to conduct research and

stay current on the field's latest developments. The material and technical base of institutions should be enriched (Kovalchuk et al., 2022).

Although the curriculum is comprehensive, it may not fully meet the changing demands of the job market. Trends such as increasing employment variability, the need for lifelong learning, and the importance of digital skills require greater emphasis in educational programs (Kovalchuk et al., 2022). There is a need to incorporate these trends into the curriculum to ensure that graduates are well-prepared for their future careers.

Insufficient integration of technology is a weak point that needs to be addressed. Sports professionals must be able to use various technologies to analyze data, monitor performance, and optimize training. This includes learning to operate appropriate software, hardware, and online resources. Incorporating technology into the curriculum can enhance the learning experience and prepare students for the future.

Neglecting to maintain mental health is a critical weakness. University students, including those in physical education programs, have a higher risk of mental health problems (Rogowska et al., 2020). Providing mental health support and promoting overall well-being should be integral to professional training programs.

Analysis of opportunities indicates potential strategic development.

Integrating modern teaching methods provides a significant opportunity to increase the effectiveness of physical education programs in Ukraine. This includes incorporating the latest research in sports science, biomechanics, and physiology to optimize training techniques and improve athletes' performance. Using programming in team sports training can also be a valuable tool (Shchepotina et al., 2021).

The use of technology opens up numerous opportunities to revolutionize teaching and training in physical education. Data analytics software can provide insights into athletes' performance, while performance monitoring tools can track progress and identify areas for improvement. Virtual reality simulations can create immersive learning environments, allowing students to practice skills in a safe and controlled environment.

The popularization of inclusive education practices is an opportunity to expand the scope of physical education and sports programs in Ukraine. This involves training specialists to work with various population groups, including people with disabilities. Creating universal design and staff training institutes is necessary to ensure the rights of persons with disabilities and promote their participation in sports and physical events (Kryshtanovych et al., 2020).

International cooperation and knowledge sharing can foster innovation and improve the quality of vocational training programs. Participation in international projects and initiatives can introduce Ukrainian sports professionals to best practices, new technologies, and innovative approaches in other countries. Collaborating with international experts can also provide valuable information and recommendations for improving curricula and research activities.

A detailed study of threats indicates the need for a mitigation strategy. Economic instability poses a significant threat to the professional training of physical education specialists in Ukraine. Cuts in funding for education and sports programs may limit the resources available for training, affecting the quality of teaching and vocational training opportunities. To mitigate this threat, it is essential to advocate for increased funding for education and sports, explore alternative funding sources, and prioritize efficient resource allocation.

Geopolitical conflicts, such as the war in Ukraine, can disrupt training programs and damage infrastructure. To mitigate this threat, it is essential to develop contingency plans to ensure the continuity of the program in the event of failures. This may include creating alternative learning locations, using online resources for distance learning, and supporting displaced students and teachers.

Among the strategies for improvement, we note the progress of the curriculum: the inclusion of current trends in the labor market, such as the increasing variability of employment and the need for lifelong learning, in educational programs (Kovalchuk et al., 2022); strengthening practical training opportunities by expanding internships and practical activities, training and sports management (Karasiyevych et al., 2021); integrating technology into the curriculum to ensure that students are proficient in data analysis, performance monitoring, and learning optimization (Sharpe et al., 2022). The development of faculties is also essential, which means providing continuous professional development opportunities for teachers to keep them up to date with the latest advances in sports science and training methodologies (Kovalchuk et al., 2022), creating specialized modules and courses for teachers to improve their skills and knowledge in specific fields (Kovalchuk et al., 2022); encouraging the acquisition of practical experience through coaching, training and sports management.

It is advisable to optimize resources through infrastructure upgrades to provide better learning conditions for students, improve access to information to support research and training, attracting alternative sources of funding, such as grants, sponsorships, and partnerships, to complement government funding.

Important (Rogowska et al., 2020) are the support of mental health through awareness and support for the study of the mental health direction in the curriculum to address the psychological well-being of students and athletes, the provision of mental health counseling services and resources to students and teachers, the promotion of physical activity and healthy lifestyles to improve mental health and overall well-being.

International cooperation will be promising, which includes participation in international projects and initiatives for the exchange of knowledge and best practices (Kovalchuk et al., 2022), cooperation with global experts to improve the quality of training programs and research activities, knowledge exchange through conferences, seminars, and exchange programs; strategic contingency planning to ensure program continuity in the event of disruptions such as geopolitical conflicts or health crises, increased funding for the physical education sector to support training programs for FC&S professionals, create attractive career opportunities and improve working conditions to retain talented professionals.

CONCLUSIONS

The long-term vision of the professional training of physical education specialists in Ukraine is to form highly competent, innovative, and adaptive specialists who can promote physical activity, sports, and a healthy lifestyle among the population. This vision includes ensuring that all physical education teachers are highly qualified and possess the latest knowledge and skills; continuously implementing innovative curricula to introduce new technologies, methodologies, and best practices; promoting inclusive education practices to ensure the accessibility of sport and physical activity for all individuals, regardless of their ability or background; integrating mental health support and promoting healthy lifestyles to improve the overall well-being of students and athletes; preparing graduates for competitiveness in the global sports and fitness industry.

The SWOT analysis highlights the need for a holistic and adaptive approach to learning, ensuring that Ukrainian physical education professionals are well-prepared for the challenges and opportunities of the 21st century. This includes looking at not only the physical aspects of sport and fitness but also the psychological and social aspects, promoting inclusivity, and using technology to improve learning and performance. By professing these principles, Ukraine can strengthen its position in the global sports community and contribute to the health and well-being of its population.

The integration of modern teaching methodologies, the use of technology for better learning, and the promotion of international cooperation are key opportunities that can drive innovation and improve the quality of curricula. By implementing these strategies and continuously evaluating progress, Ukraine can ensure that its physical education specialists are well-equipped to meet the growing needs of the sports and fitness industry. Mitigating threats such as economic instability, geopolitical conflicts, and outflow requires proactive measures, including advocating for increased funding, developing contingency plans, and creating attractive career opportunities. By addressing these challenges, Ukraine can protect the future of its physical education programs and ensure that they continue to contribute to the health and well-being of its citizens.

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