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activity of a future specialist through the selection of professionally directed educational information and a set of tasks and exercises that maximally cover all elements of future professional activities.

So, selecting and structuring the program material one should take into account the relevant principles and criteria.

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SWIMMING AS A WAY OF PHYSICAL DEVELOPMENT OF THE STUDENT

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Swimming refers to cyclic sports and used as a way of physical development of a student in a higher educational institution. Swimming has a versatile effect on the human body, develops endurance and improves mobility in the joints – the health effect on the musculoskeletal system, such a health effect is very useful for a young student's body. Wide dissemination of swimming exercises within the framework of physical education of a student helps to increase the functional capabilities of the body and provides workability during the study.

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The main problem of student youth in recent years is the deterioration of health and physical fitness [5]. The deficit of motor activity inhibits their normal physical development and threatens health. The number of students who have deteriorated the activity of different systems of the organism and the number of students with chronic diseases has increased, etc. Therefore, the formation of an installation for physical education and selected sports is an important aspect of physical development of students [6].

Physical development is a process of formation and subsequent change during the life of morphofunctional properties of the student's body [1] and it is based on physical qualities and abilities, the development of which can be carried out through various sports, for example, swimming.

Physical development of students during a swimming class is characterized by changes in the following indicators [3]:

1. Indices of physique (length and weight of the body, posture, volume and shape of individual parts of the body, size of fatty tissue), which characterize primarily biological forms or morphology of the organism.
2. Indicators of development of physical qualities (endurance).
3. Swimming is one of the most important parts of the complex rehabilitation of the body.

The purpose of the study is the characteristic of swimming as a means of physical development of the student during the conduct of training sessions with physical education.

Methods of study included analysis of literary sources.

The health effects of swimming on the body has a positive effect on the main indicators of physical development: growth, weight, life capacity of the lungs. Swimming is an excellent way of preventing and correcting postures, scoliosis, strengthening the cardiovascular and nervous system, the development of the respiratory apparatus and the muscular system, and contributes to the growth and strengthening of bone tissue [2].

It is commonly used to correct the disturbances of posture and deformation of the spine – different types and degrees of scoliosis, lordosis, kyphosis, stitchiness.

The healing therapeutic properties of swimming are shown in the positive change in physiological parameters in students with respiratory failure, which contributes to their elimination [4]. Decrease of the function of external respiration accompany acute and chronic respiratory system diseases and manifest respiratory failure, which is manifested by violation of processes of oxygen saturation and removal of carbon dioxide from it. Insufficiency of external breathing arises as a result of a violation of pulmonary ventilation, disturbances of diffusion of gases, inconsistency between ventilation and blood circulation in certain areas of the lungs. Swimming activities help to strengthen the tone and increase the strength of the respiratory muscles and also have a beneficial effect on the process of blood circulation and enhance ventilation of the lungs. Greater energy consumption contributes to the greater need for oxygen, so the squirrel tends to use every breath with maximum completeness. Water pressure on the thoracic cavity contributes to a more complete exhalation and

at the same time contributes to the development of the muscles that extend the chest. It leads to an increase in the vital capacity of the lungs and to the improvement of the functional capabilities of the respiratory system.

Small and medium values of physical activity in water affects processes in gastrointestinal tract and also positively changes in the central nervous system which are expressed in improving their adaptation. In addition, the performance of movements in the aquatic environment affects the training of vestibular stability and the function of body balance.

Swimming is an excellent way of tempering, forming and developing hygienic skills. Hardening is based on the ability of an organism to adapt to changing environmental conditions. Systematic swimming exercises increase the adaptive capacity of the body to the adverse effects of temperature fluctuations and high humidity. The water temperature is always below the temperature of the human body, therefore, when human body located in water it emits 50-80% more heat than in the air (water has a thermal conductivity of 30 times and a heat capacity of 4 times more than air). Thus, the protective reaction of the organism to cold water irritation is a reflex enhancement of heat production. Under the influence of cold and cool water there is a spasm of small vessels of the skin, there is an outflow of blood to the internal organs and reduced heat loss. The narrowing of the skin vessels increases the resistance to blood flow, which causes more and more cardiac contraction, some increase in blood pressure.

The cold effect of water leads to a disturbance of the nervous system:

1) the first phase of the reaction – the skin becomes pale and cold to the touch, chills appear;

2) the second phase of the reaction – the narrowed skin vessels expand, the muscle wall tone increases and blood flow is accelerated, the blood flow from the internal organs to the skin occurs. It leads to the loss of heat by the body and causes an increase in the metabolism, which requires more oxygen consumption, that is, intensifying the work cardiovascularly vascular and respiratory systems, the skin becomes pink and warm to the touch, it causes a pleasant feeling of warmth.

3) third, undesirable, reaction phase – with prolonged exposure to cold water, blood vessels remain dilated, the tonus of their walls decreases, blood flow is slowed down, venous stasis develops, the skin becomes bluish-red and cold to the touch, a “goose skin” is formed, a secondary chills appear: the appearance These signs indicate the need for immediate outflow of water.

Studying of swimming within is not only about the development of special motor qualities, but also about the formation in their process of the mental, emotional and emotional sphere, the positive impact of psychomotor development on the intelligence and hardening of the body.

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SUSTAINABLE MANAGEMENT IN SPORT

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Sport, in all its forms and activities, influence an environment. Additionally, sport is also interwoven in culture and society and the sports industry can use unique influence to provide much-needed business leadership in ecology and sustainable practices. The tangible effects of sports organizations environmental actions as to Casper J. M., Pfahl M. E. (2015) can help in supporting public health, reducing pollution, protecting habitats, saving energy and water, environmental behavior change in sport fans' lives, and far beyond. These effects have initiated a sport environmental movement with two broad goals: to reduce the ecological footprint of sports activities and to exploit the popularity of sports to raise environmental awareness in general [1, p. 3].

Power of sport, as one of the important drivers of promoting sustainable development, is supported by the results of numerous scientific research in ecology, management and economics. Many organizations from governmental, public, and business sectors pay attention to sports, as a tool capable of making a positive contribution to overcoming the most acute challenges of humanity, such as strengthening peace, protecting the environment, protecting human rights and freedoms.

As it was stated in 2030 Agenda for Sustainable Development, sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives [2, p. 10].

Ensuring a balance between the nature opportunities and the needs of sports organizations has determined the necessity of implementation of the environmental management in 1980th that is also based on sustainable development principles [3, p. 54].

A concept of sustainable development appeared in the 1970s in the frames of environmental protection and prevention of the ecological problems, which were

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