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The monograph deals with the structural construction of the recreational industry, in which the mechanism of human motor culture turns into a function that ensures the maintenance or strengthening of human health based on the developmental impact of physical exercises, motion and movement in space on human organs and systems. This impact is activated systematically by fitness exercises on the basis of satisfying a person's need for improving psychological and physiological condition, strengthening the processes of reflex and mental mobility, restoring working capacity and extending the potential of the productive force. The methodological approach of the monograph combines the processes of preserving and increasing energy in a person through the application of a set of ideas based on the program provisions for the prevention of health conditions, the treatment of diseases and injuries, recovery and subsequent restoration of human strength according to the fitness methods that enhance the healing resource received from the natural environment, travel, tourism, rational modes of rehabilitation, work and rest. The involvement of fitness systems changes the effectiveness of external influences on both a healthy and a weakened person, because their architectonics includes such series of exercises, the implementation of which in the established sequence brings the simultaneous effect of healing, harmony of development and restoration of strength.

The monograph is intended for researchers, teachers and specialists, who are engaged in the processes of the formation of business, management tools and organic structure of activities on the methodological foundations of physical culture, civilizational support for strengthening human health and the complex impact of the recreational fitness industry on health.

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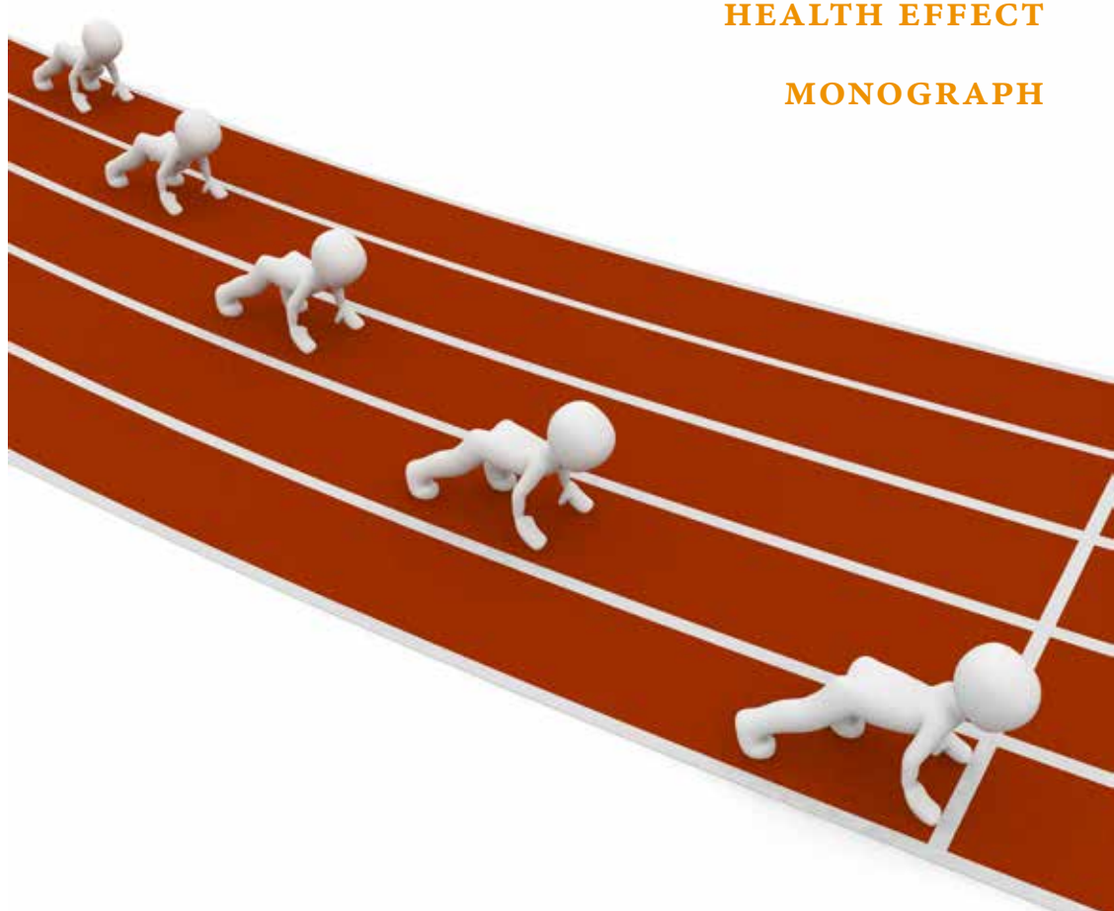
RECREATIONAL INDUSTRY SYSTEM

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PEDAGOGICAL APPROACH
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AKADEMIA NAUK STOSOWANYCH
WYŻSZA SZKOŁA ZARZĄDZANIA I ADMINISTRACJI
W OPOLU

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INTRODUCTION

Each state faces the problem of replenishing the resource of productive forces. One of the ways to solve it is the accelerated development of the processes of improving health, recreation and preservation of the working capacity of a person, which shifts public attention to the activation of the consumption of services and the effectiveness of the action inherent in them, which is a priority of the healthcare system, based on a network of recreational industry organizations. Due to such cooperation, which is supported by organizational and methodological principles, the potential opportunities for replenishing the labor force are greatly expanded. These possibilities become a reality if measures of an extensive nature include systems that intensify the health-improving, developing and strengthening effect on a person.

The environment of the recreational industry has become enough publicly exposed, but still remains little known to the general population on the scale that it deserves, when viewed from the standpoint of the use of physical fitness systems and physical exercise complexes. Each of the physical fitness systems can become a way to improve, develop or strengthen a person's motor functions. Regardless of the physical and mental state of an individual, any such system can be adapted not only to the anthropometric and age characteristics of a person, but also to his/her experience, health and personal wishes.

This problem is in the focus of attention of a number of scientific centers and individual researchers. It is the study subject of such scientists as J. Hoffman, E.T. Howley, R.J. Shephard, D. Thompson, J.C. Whorton, L.A. Boiarska, Ye.I. Hrihorieva, O.S. Saipusheva, A.A. Chelnokov, A.A. Frolov, who support the positions of the creators of fitness systems – K.H. Cooper, J.S. Fonda, J. Kano, J. Pilates, C. Pinckney. Despite the fact that the scientific works of these researchers are well-grounded, critical consideration of the mechanisms of influence of physical culture on a person, human motor activity constructions and approaches to the intensification of loads disclosed in fitness are awaiting clarification. In addition, the time has come to establish scientific and methodological developments based on the motives and new qualities that are introduced by the processes of social life, the uncertainty of movement towards the progress of change, the intensity of production and labor, the preservation of interest in labor-intensive industries, the attractiveness and usefulness of action, and general restructuring of relations. Instead of the services of the recreational industry, which is distinguished by the freedom of choice of a systemic method of treatment and therapeutic effects, the society needs to reorient itself towards mastering the system of physical recovery and human development everywhere. It is one of the ways to achieve a higher level of effectiveness of medical and therapeutic effects, which often rely on the artificial effect of drugs and passive rest, contemplation and control of changes in the body. It is indisputable that the currently observed activities in the studied area won a sufficient army of proponents and supporters, bring enough benefits to humanity, and have few objections and arguments against their use, because they provide a number of well-known to specialists quite effective ways of restoring human strength. At the same time, the society expects the introduction of such a system that will reveal other, more larger-scale and intensive, approaches to provide an individual with new means and choices for a richer and more effective rest, a faster way to restore energy, to reconstruct habitual relationships. Not the last place in this list is occupied by more meaningful ways of spending time.

In order not to support from the first lines of the study the illusory and unambiguous perception of rest as the only factor in the restoration of human biological energy, we would like to attempt to convince a reader that there are other ways of such restoration. There is, for example, a way to change the type of activity that differs in intensity, which is no worse than the way of the passive rest, and even much better than it, because time is not wasted, but is used productively. The body recovers to the same extent or even more, improves the physical reaction, and gets rid of muscle stiffness. The reaction not only to a simple, but also to a differentiated stimulus becomes more complicated, which is ideally perceived as an improvement in the functioning of the body. There are also other benefits to consider. We can talk about the inclusion of an individual in a short-term, well-measured and exciting environment for the performance of rhythmic physical exercises and movements accompanied by music.

Recreational activity as a function of restoring the productive forces of the society through health-improving, rest and restoration of a person's ability to work had proven itself not today or even yesterday, but a long time ago – in the 1950s. However, it has turned into a full-fledged field of activity since the beginning of the 21st century. There is evidence for such a transformation regarding the extension of the use of human capital and causes for the need of human recovery. This plays a big role not only in the field of replenishing the labor force resource, which is of interest to any state, but also expands the possibilities for including a person in the processes of social interaction. Such a view on the development of the problem of health improvement, recreation and preservation of a person's ability to work expands the potential opportunities for the scientific and industrial community to appeal to the attractive aspects of the recreational industry, which is entering the ranks of socially significant phenomena of modern society as a full-fledged industry. This raises the consideration of issues not only from the standpoint of restoring the strength of a single person, but also from the standpoint of restoring the working capacity of certain segments of the population. The above-mentioned allows moving on to obtaining characteristics to assess the benefits of activities from other angles of the studied service. Such characteristics are an inductive way of thinking, iterative interaction, quality of activity, and market cooperation. All together, they form a complex that includes utility, synergy, dynamic development of supply and demand for a service,

which manifests itself for a short time in a transformable space of social action.

For the sake of objectivity, it is necessary to pay attention to the following circumstance: at this level of the development of scientific thought and its dissemination, and until the moment of voicing the materials of this study, recreational activity, in order to talk about it from the position of recognizing it as an industry, comes down to solving individual issues of filling physical culture with motor systems for health improvement, development and active recreation. These questions can be solved by using the methodical forms of motor activities, which are now recognized by the society as fitness systems. These systems have had time (more than 70 years) to find proponents, to be tested and to prove their usefulness, consistency and effectiveness in wide layers of the society. These forms, which are considered in detail in this study, not only do not destroy the existing systems of medical and biological recovery, health promotion and preservation of human ability to work through drug intervention, but, on the contrary, are waiting for the time to be recognized because of their usefulness in therapeutic disease prevention activities due to their focus on the physical movement of an individual. To take its rightful place in the field of organizational systems sciences, fitness systems must be studied in more detail, and their methodological bases of usefulness for the field of strengthening the characteristics of the human body must be analyzed considering a wider range of palliative, therapeutic and purely motor techniques, procedures, methods and means of influencing a person, assisting an individual with regard to physical orientation.

Based on the above-mentioned warnings, and as long as recreation is presented to the consumer as nothing more than the form of a multitude of systemic processes of restoring vitality with a minimum of applied motor efforts, it is required to continue popularizing and explaining the benefits of using the studied phenomenon – the phenomenon of the birth of the organic system of the recreational industry determined by rhythmically performed physical exercises and repetitive movements.

The following statement of the methodological content also leads to the implementation of such an idea. This statement is known to

researchers as follows: the desired restoration of person's vitality occurs in the forms of loading and reloading the nervous-tense and emotional-mental components, while the physical and mental potentials of a person restores with the elimination of factors that burden the mobile environment. This study is based on the assumption that if more time was occupied by the systems of physical loading/unloading of the body and the nervous system of the body, in which the action is adjusted to the fitness methodology, where physical exercises put their methodological meaning into an effect to the rhythm of musical accompaniment, then the picture of a person's recovery would change radically to another one. The one that is developing along an exceptionally steep trajectory of progressive development.

There is no need for the cardinal rethinking of the phenomenological ideas of fitness culture. It is possible to adopt concepts that are characteristic of the canonical reflection of the impact on a person of measures of artificial and natural origin. Then, this includes the concepts of the processes of restoring the body, which is weakened by diseases, sprains of muscles, tendons and their destruction under external influence, linking this with the introduction of target modes of work and rest. However, already at the stage of introducing into the recreational industry new methods of influencing a person and helping him/her, attention is focused on a number of factors that are objective in nature. In this process of interaction:

1. the factor of rest plays its primary role, when, with the accepted identification of the phenomenon under study, this method of influencing a person is practically the only effective tool by which the perceived amplification is codified, while all the others remain therapeutic. The semantic load on the concept of "strengthening" here refers to both restorative functions and energy for the body, as well as any other renewal of its vitality, for which only the functions of rest in most known options for restoring energy are not enough. With the recognition of this fact, the missing link is found and the fitness system takes effect;
2. the productivity of the methodological approach called "rest", which in its essence corresponds to the extensive features of the development of this event, as well as of any other, is exhausted

as it is forced out of the environment of values by the moment of inclusion in circulation of a different methodological approach to ensuring the restoration of strength and health-improving of an individual. This approach is distinguished by a more intense way of influencing a person, and it consists in the following. The fitness system pre-supposes the entry into action of a non-violent approach to changing occupation or work. It is believed that this way, the regime of work and rest is automatically observed, which is subject to the natural need of a person for rest in order to promptly replenish energy. During this period, the possibility of adding a number of physical exercises is not excluded. The implementation of them involves musical rhythm and tempo with productive influence on the senses. In this way, both the expected emotions and the desire to proceed with the continuation of the movement are mechanically evoked in a person.

The monograph on the recreational industry, which is still presented in most works based on the images of two systems – the health care system that has a wide range of effects on a person of palliative, medical and surgical intervention means, in unity with the healing means of the biosphere, which has a natural reserve of recreational resources with their health-improving properties, is replenished with a means of physical influence, which acquired the name "fitness". Now the system is replenished with a number of ordered motor and rhythmic physical culture activities. They propose the integrity of means called "fitness system". The form of action deployment is the demand for a non-violent way of physical influence on the expansion of person's motor and mental abilities, on strengthening health and motor adequacy. This allows a person to return to the sphere of activity with the feeling of a full-fledged citizen of the state, who has overcome weakness after testing all available means to restore the physical volume of strength and to get rid of physiological weakness by increasing the motor function of the body.

Finally, the following circumstance draws attention to fitness. The choice of fitness as a means of recovery, development and improvement, is influenced more by a psychological motive than a physical one. Psychological motivation is perceived as a hypothetical internal process of a person, in which the desire to achieve a specific plan

for inclusion in a social movement or in the environment of social activity appears after overcoming some vague time of loss of health or inspired thoughts about the need to improve mental or physical abilities. There are systematic approaches to correcting physical condition. In such a case, there must be an impetus to act, to start an activity, to change the place, to move towards the implementation of the plan in the real environment. That is, a person, whose thoughts are disturbed by the desire to become active, must dare to take the first step in order to make a move or change the style and rhythm of life. This is underlain by the desire for mobility, which involves cooperation of several persons, whose relations are based on personal inclinations of interaction, sympathy and liking, which are simple and understandable. There should be parity and tolerant attitude when choosing a means of activating the movement. A person begins to be agitated and pushed into the space of movement by the tendency of the development of social and consumer relations, behind which lies some dependence on the distribution of consumer substances, which consists in satisfying the growing needs of a person. Such dependence also manifests itself in the areas of health, possibility of health-improvement and desire to restore the energy of a person, which should instill in an individual the hope of increasing his/her abilities in the environment of production processes after the renewal of functions. On the way to the development and strengthening of some ability, once again, the systems of physical culture and strengthening of health take their place. In this way, fitness systems complement physical culture due to their attractiveness, usefulness and accessibility of movement perception. This is exactly the factor that activates attention and motivation to master fitness. Attention should be paid to the following dependence: *the higher the level of motivation is (and such motivation is provided by the need for health promotion), the greater is the commitment of the fitness follower to communication in physical groups based on interests in order to achieve a personal idea of improving or recovering the body. Further, the greater is the personal inclination to some physical system that steadily wins its place in a person's life, the better the views and effects of a full life are for a mobile person who steadily moves forward.*

This study deals with the recreational sphere of human activity,

which, together with the medical achievements of the society, therapeutic measures of influence on a person, and natural expediencies for recreation, reaches the level of industry. First and foremost, this sphere encourages to act, to move, to improve health, and to reproduce strength, those persons who do not abandon the hope of renewing themselves and increasing the drive and energy for action due to the voluntary performance of *physical exercises that comply with systematic and methodological requirements for the purpose of improving health and physiological and endurance characteristics. At the same time, fitness opens the way to improvement for those people who have a desire to improve their mental and physical characteristics. This is the second point*.

The monograph uses a well-known proposition – the best effects and current achievements are provided by training the physical qualities of an individual with the involvement of movement exercises and person's creative ability for critical self-analysis.

CHAPTER 1

Organization management basics and general conditions for the formation of the recreation industry

Scientific and technological progress governs the opinions of a wide range of specialists engaged in the study and development of 1) adaptive systems of human physical development, 2) classification levels of improvement of physical education specialists, 3) methodological basis of high-level sports, 4) health-improving and 5) recreational programs. There are enough directions for the study of human movement as a step to physical improvement. These directions are chosen to satisfy the ambitions, desires and interests of the consumer who wants to improve own health, develop certain muscle groups or regain strength, making movement a pleasure. To achieve this, the states have a) both technical and educational solutions that strengthen the effectiveness of health-improving and physical development systems using pedagogical means of communication, and b) new systems for the physical, mental and motor development of human abilities and possibilities, organs and systems of life support, used in the recreational industry.

the better are the perspectives of a mobile individual. This research deals with the recreational sphere of human activity, which, in combination with the medical achievements of the society, therapeutic measures of influence on a person and natural possibilities for recreation, reaches the level of the industry. This industry encourages people to act, to move, to improve health and to restore strength, and it is designed for those who do not abandon the hope of renewing themselves and increasing their strength and energy due to the arbitrary performance of *physical exercises that obey systematic and methodological requirements in order to improve health and physiological and resistance indicators*. There is also a well-known fact that the best effects and achievements are provided by the training of the physical qualities of a person with the involvement of mobile exercises and the creative ability of an individual.

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APPENDIX

Glossary

ADAPTIVE PHYSICAL CULTURE – a social phenomenon, the main goal of which is the socialization of a person with limited physical capabilities into the production space and rehabilitation using physical exercises and physiotherapeutic procedures.

ADAPTIVE PHYSICAL EDUCATION – a science that studies the process of physical education of a person who has lost some functional capabilities, including motor ones.

AEROTHERAPY – a system that uses the effect of air on the body.

ANIMAL THERAPY – a method of improving person's health by interacting with an animal.

APITHERAPY – a system of methods of treating diseases and improving human health with the use of bees and bee products.

ART THERAPY – a method of psychotherapy used as a means of treatment, psycho-correction and human recovery on the basis of artistic techniques and creativity.

BIOTIC FACTORS – a set of environmental factors influencing changes in life activity. For example, **HYDROTHERAPY** is the use of water of different temperatures for preventive, therapeutic or health-improving purposes; **HELIOTHERAPY** is the use of the healing effect of solar radiation and heat; **MUD** – volcanic – a product of the activity of mud volcanoes and other formations composed of clay rocks; sulfite – silt deposits of mainly mineral (salt) coastal and mainland lakes, which receive a large amount of dis-

solved mineral substances and solid particles; sapropels are silt deposits of mainly organic composition that form in fresh or low-mineralized lakes. These are *natural recreational resources* that play the role of a factor, substance or property of a component of the natural environment, which are originally endowed by nature with qualitative and quantitative parameters favorable for recreational activity and serve or can serve in the processes of organizing recreation, treatment and rehabilitation of a person. For example, minerals – germanium, jade, ozokerite, tourmaline, etc.

BIOTIC RECREATION RESOURCES – resources of living nature that contribute to the treatment and recovery of a person according to the spiritual and intellectual needs in the form of travel, excursions and tourism.

CHROMOTHERAPY – treatment with the help of light of different colors.

CONCEPT OF RECREATION IN POLITICAL ECONOMY – a concept that is based on the need to restore and develop strength in order to use it for the benefit of the society.

HEALTH IMPROVEMENT – 1) recovery, 2) health improvement, regardless of whether a person is sick or healthy.

HEALTH PROTECTION OF CITIZENS – a set of political, economic, legal, social, cultural, scientific, medical, sanitary-hygienic and anti-epidemic measures aimed at preserving and strengthening the physical and mental health of each person, maintaining long active life, providing an individual with medical and social assistance in case of disease.

HISTORICAL AND CULTURAL RECREATION RESOURCES – cultural monuments created by humankind, which have social and educational significance, cognitive interest and can be used to satisfy the spiritual needs of the population.

PREVENTION – a complex of various measures aimed at preventing any phenomenon and/or eliminating risk factors. Kinds of prevention: **PRIMARY** – 1) a system of measures to prevent the occurrence and impact of risk factors for the development of diseases in the country – vaccination, rational work and rest regime, rational high-quality nutrition, physical activity, environmental improvement, etc.; 2) socio-economic measures of the state to

improve the lifestyle, environment, education, etc.; **SECONDARY** – a set of measures to eliminate pronounced risk factors that, under certain conditions such as an adaptive breakdown, overstrain or a decrease in immune status, can lead to the onset, exacerbation or relapse of the disease.

PREVENTIVE HEALTH IMPROVEMENT – introduction of systems of physical activation of motor functions from the standpoint of the impact on a person according to the preventive, health-improving and bio-activating measures.

PREVENTIVE PROCEDURES – developing resistance to cold, cold douche, rub-down, etc.

RECREATION – 1) restoration, rehabilitation, and space, where these activities are carried out; 2) the amount of time during which the restoration of the productive forces of a person takes place, or an activity aimed at this restoration; 3) the function of every activity, every period of time and every territory; 4) activities of people involved in the creation and personal use of free time; 5) a set of phenomena and relationships that arise in the process of using free time for recreational, educational, sports, cultural and entertainment activities of a person in specialized territories, the general process of restoration of spiritual-cognitive, neuropsychological and physical-motor strength of a person due to the use of appropriate measures.

RECREATION ACTIVITY – a system of activities related to health improvement, development of cultural and cognitive activities in nature and specially equipped territories and sites.

RECREATION CAPACITY – the ability of the territory to provide a certain number of vacationers with psychophysiological comfort and the possibility of sports and health improving activities.

RECREATION CLIMATE RESOURCES – ionized clean air, the number of sunny days, ultraviolet radiation, etc., factors that are suitable for the spatial organization of recreation, restoration of strength and energy.

RECREATION COMPENSATORY – recreational human activity that restores the expenditure of biological strength and energy to a physiologically justified level.

RECREATION EXTENDED – recreational human activity, culmi-

nating in the restoration of strength and energy in abundance.

RECREATION LANDSCAPE – environment inherent in recreation areas or areas of active tourism.

RECREATION POTENTIAL – a set of natural-geographical, cultural-historical and socio-economic factors of the certain territory, suitable for the organization of recreational activities.

RECREATION REGIME – sequence of elementary recreational activities with fixation of their duration and intensity in the cycle of recreational activities.

RECREATION TERRITORY – an area suitable for human health improvement and recreation.

RESORT-RECREATION SYSTEM – territorial concentration of the activities of enterprises, organizations and institutions, which use medical and health-promoting, preventive and cognitive-improving resources.

RESTORATION OF STRENGTH AND ENERGY – a way to restore the health of the human body. These ways include: 1) physical culture and sports training, which strengthens the body physically and mentally in the form of a feeling of vivacity and energy filling of the muscles, 2) healthy food and its combination with the regime of work and rest, 3) healthy sleep and hygiene in everyday life, 4) outdoor recreation in the form of walks or games, 5) control over the culture and effectiveness of speech, 6) ordering thoughts and mental perception of the world, the search for positive emotions, 7) reorientation of the attitude to the environment and its change, 8) switching the psyche to self-regulation and improvement.