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**SPORTS AND HEALTH SPHERE IN UKRAINE: ESSENCE, ROLE
AND STRATEGIC GUIDELINES IN THE CONTEXT OF
SUSTAINABLE AND INCLUSIVE DEVELOPMENT
IN THE CONDITIONS OF WAR**

The development of sports and physical culture is a necessary component of the socio-economic growth of any country. The sports and health sector not only helps to strengthen the health of the population and increase work capacity, but also contributes to the creation of additional jobs and reduction of unemployment, improves the quality of life of the population.

During the war, the sports and recreation sphere acquires special importance for maintaining the physical and psychological health of the population, ensuring social stability and national unity. Therefore, the development of sports infrastructure and popularization of a healthy lifestyle are of important social and economic importance for Ukraine.

Based on the generalization of scientific research by domestic and foreign scientists, the sports and health sector can be defined as a system of interaction between business entities, public organizations, the population, state and local management bodies, which includes the provision of sports and health services, the production of sports equipment and food, development infrastructure. The development of this area is aimed at the fulfillment of economic, social and health goals, the synergistic effect of achieving which consists in increasing the level of well-being and quality of life of the population.

Over the past twenty years, sport and other forms of physical activity have become an effective tool for achieving the Global Sustainable

Development Goals and ensuring peacekeeping operations around the world within the framework of "sport for development and peace". The effective functioning of the sports and health sector in the complex helps to achieve economic, social and health goals, which are key to sustainable development and inclusive growth, recognized by the world community. In particular, the Final Document of the UN summit "Transforming our world: the agenda in the field of sustainable development until 2030" defines that the sports and health sector is strategically important for socio-economic growth, improving the quality of life and achieving sustainable development [1].

The Strategy for the Development of Physical Culture and Sports until 2028 is the main document defining the strategic directions for the development of sports and health activities in Ukraine. The main goal of the Strategy is the formation of a healthy lifestyle culture in society, increasing the number of people who engage in regular sports, improving the sports infrastructure and preparing national teams for participation in international competitions. To achieve this goal, the following directions of development have been defined: increasing the level of physical activity of the population, developing high-level sports, improving sports infrastructure, digitalization and optimization of human resources in the field of physical culture and sports.

In connection with the state of war and active hostilities, the implementation of strategic directions for the development of sports and recreation in Ukraine is limited. The development of the sports and recreation sphere in the conditions of war is due to the risks of deterioration of the socio-economic situation, migration of highly qualified specialists, high cost of products of digital transformation of sports and recreation activities, and shortage of various types of resources.

These risks have a significant impact on the implementation of strategic vectors during the period of active military operations. Financing the development of sports infrastructure is currently impractical due to the threat of destruction and needs to be postponed. As a result of the military aggression of the Russian Federation in Ukraine, 320 sports facilities were damaged, 87 of them were destroyed, while the total amount of damage exceeds 250 million US dollars. According to the information of the Minister of Youth and Sports of Ukraine, the greatest damages were caused in Luhansk Oblast - 89 objects, Donetsk Oblast - 61, Kharkiv Oblast - 46, Mykolaiv Oblast - 27, Kherson Oblast - 24, Kyiv Oblast - 21, Dnipropetrovsk Oblast - 15, Chernihiv Oblast - 12, and Sumy Oblast - 11

sports infrastructure facilities were completely or partially destroyed. A significant amount of large-scale damage to sports infrastructure is noted in the Kharkiv, Luhansk, Dnipropetrovsk, and Mykolaiv regions [2].

The sports and health sector during the war and after its end is of great importance for the country. On the one hand, sports and physical activity can help the military and civilians of the country to maintain their physical form and psychological state in emergency situations. On the other hand, sports infrastructure and activities related to physical activity are important elements of post-war reconstruction. The restoration of sports facilities and the development of the sports and health sector as a whole ensures an increase in the quality of life of the population, in particular by maintaining health and reducing the risk of diseases.

The development of the sports and health sector corresponds to the principles of sustainable development, as it contributes to the preservation of natural resources and the ecological well-being of the population. People who engage in sports and physical activity are usually more aware and considerate of the environment, which in turn contributes to the preservation of diverse ecosystems and the diversity of biodiversity.

At the same time, the sports and health sector, especially in rural areas, contributes to inclusive development, as it ensures the inclusion of different population groups in sports and physical culture activities. This can be especially important for people with disabilities, the elderly, and other populations that have certain limitations in physical activity. Providing the opportunity to engage in sports and physical activity for all population groups contributes to increasing the level of health, well-being and quality of life [3; 7].

Note that the development of the sports and health sector can have a positive impact on the country's economy due to an increase in demand for services and goods related to physical activity.

The analysis of indicators of the implementation of services in the field of sports and health activities in Ukraine for the period from 2010 to 2019 showed positive dynamics. However, the sports and health sphere remains less significant in the structure of economic activities in Ukraine. It was found that the increase in the share of services in this area during the crisis years indicates the existing stable demand and the industry's resilience to economic fluctuations [1; 4].

Decentralization in Ukraine created favorable conditions for the development of the sports and health sector and ensuring its inclusiveness. The analysis of the dynamics of the number of business entities in the field

of physical culture and sports showed that services are provided mainly by individuals, entrepreneurs, which confirms the importance of this area for the development of small businesses and the creation of new jobs, increasing the employment of the population [3]. Expanding the capabilities of local self-government bodies for the development of sports and recreation in the territory of rural communities ensures the diversification of economic activity in these territories, which contributes to the improvement of the socio-economic situation in rural regions, employment of the population, and an increase in the level and quality of life [5; 6].

Therefore, despite the restrictions associated with the war, the development of the sports and health sector remains an important task for the country during the war and post-war reconstruction. In order to systematically solve the problems of the sports and recreation sphere of Ukraine and achieve social and economic effects from its development during the post-war reconstruction period of the country, it is important to establish interaction between the participants of the sports and recreation sphere in the regions of Ukraine. In this context, the Strategy for the development of physical culture and sports for the period until 2028 needs to be expanded and coordinated with global decisions and brought to the level of regions and individual territorial communities.

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FEATURES OF THE FITNESS INDUSTRY DEVELOPMENT IN THE WAR AND POST-WAR PERIODS

The full-scale war in Ukraine affected the functioning of all sectors of the national economy. It became a challenge for the development of the sports and health sector, including the fitness industry.

The development of the fitness industry is complicated in the conditions of war, faced with a low standard of living of the population, economic instability and physical difficulties. However, fitness plays an important role in maintaining the health and psychological well-being of the population, which is especially important and valuable in conflict situations.

In work [1], a team of scientists proposed the definition of the fitness industry as a set of companies that allow people to regularly engage in physical activity, the main purpose of which is to develop, improve or maintain good physical condition and prevent diseases of civilization. It was noted that companies in the fitness industry actively offer additional services. Therefore, the fitness industry mainly includes fitness clubs that are equipped, in particular, with equipment for aerobic and strength exercises, fitness clubs that organize group classes (aerobics, pilates or martial arts).