

ESTABLISHMENT OF PRIORITY DIRECTIONS OF HEALTH FITNESS

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Анотація. У статті наведено аналіз інформації, наданої експертам для оцінки та визначення вагомості кожної пропозиції / фітнес-програми для встановлення трендів фітнесу на 2023 рік.

Ключові слова: фітнес-програми, класифікація, тренди, оцінювання

Abstract. The article provides an analysis of the information provided to experts to evaluate and determine the importance of each offer/fitness program in order to establish fitness trends for 2023.

Keywords: fitness programs, classification, trends, evaluation.

Topicality. For the 17th year, the American College of Sports Medicine (ACSM) is tracking fitness trends in the commercial, community, clinical, and corporate environments for 2023. This survey is distributed to thousands of health and fitness professionals all over the world to identify the top fitness trends for 2023. A survey was conducted among thousands of health and fitness professionals worldwide to determine the top fitness trends for 2023.

The **goal** is to analyze the content of the questionnaire for surveying experts on establishing fitness trends in 2023.

Research results. The American College of Sports Medicine conducts a survey of experts around the world to determine the priority areas of health fitness. The American College of Sports Medicine conducts this survey to help the fitness industry in general and fitness clubs in particular to make important investment decisions for their future growth and development.

A team of experts in the commercial, community, corporate and clinical health/fitness sectors was brought in to help define the list of fitness trends from which the e-survey was developed. The results of the survey will help to reach a consensus on the trends of 2023.

A list of potential fitness trends has been provided with a brief description for faster surveying. Each trend had to be rated on a scale of 1 to 10, with 1 being not hot and 10 being very hot.

The questionnaire included 40 questions regarding the priority of fitness programs, which are conditionally divided into groups depending on the focus and for better understanding. The list of fitness programs depending on the influence, age, purpose and venue, innovative forms is given in Table 1.

Table 1

Classification of fitness programs for evaluation

Depending on the impact	Depending on the age	Depending on the purpose	Depending on where it takes place	Innovative forms
High Intensity Interval Training (HIIT)	Fitness Programs for Older Adults	Licensure for Fitness Professionals	Worksite Health Promotion and Workplace Well-being Programs	Wearable Technology
Circuit Training	Children and Exercise	Health/Well-being Coaching	Home Exercise Gyms	Virtual Reality Exercise Training
Dance-based Workouts	Long-term Youth Development	Outcome Measurements	Outdoor Activities	Mobile Exercise Apps
Yoga	Group Exercise Training	Lifestyle Medicine	Walking/Running/Jogging/Cycling Clubs	Online Live and On-Demand Exercise Classes
Exercise is Medicine	Small Group Training	Exercise for Weight Loss		
Stretch-based Training	Worker Incentive Programs	Clinical Integration /Medical Fitness		
Strength Training with Free Weights	Online Personal Training	Pre- and Post-natal Fitness		
Functional Fitness Training	Personal Training	Post Rehabilitation or Disease/Condition Maintenance Classes		
Resistance Band Training				
Medicine Ball Training				
Core Training				
Plyometric Training				
Pilates				
Aquatic Exercise				
Body Weight Training				
Balance and Stabilization Training				

The American College of Sports Medicine notes that this list of twenty health and fitness priority areas will reflect general trends and may not include trends specific to a particular region. Therefore, there is a need to conduct similar studies in our country with the involvement of leading specialists from different regions of Ukraine. The expert from the Lviv region was Doctor of Science, Professor, Head of the Department of Fitness and Recreation of Ivan Boberskyi Lviv State University of Physical Culture

The results of this survey will be published in the January/February 2023 issue of ACSM's Health & Fitness Journal®.

It should also be noted that fitness industry specialists must understand that for successful professional activity it is not possible to study one direction and only use it in training, because clients are also becoming more educated and demanding, and therefore do not want uniformity. That is why a fitness trainer must constantly improve his qualifications, since health fitness is a fairly dynamic system.

Conclusions:

1. American College of Sports Medicine is tracking fitness trends in the commercial, community, clinical, and corporate environments for 2023
2. The American College of Sports Medicine developed a questionnaire for fitness industry experts. We conventionally divided questionnaire questions into groups depending on the direction and for better understanding.
3. The results of this survey will be published in the January/February 2023 issue of ACSM's Health & Fitness Journal.

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