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**ANALYSIS OF THE FORMATION STAGES OF THE MASTERS SPORT AS  
A SOCIAL PHENOMENON**

**Serdyuk Dmytro**

PhD, assistant professor

Zaporizhzhya national university

Zaporizhzhya, Ukraine

**Chernenko Andrii**

senior lecturer

National university «Zaporizhzhya politech»

Zaporizhzhya, Ukraine

**Abstract.** Based on the theoretical analysis, considered is the problem of the current state of development of the masters' movement. It is established that masters sport is not only a means of combating the negative phenomena of modern society but it is also able to form in the public consciousness worthy values for a healthy lifestyle, ethical, aesthetic and moral and psychological factors. It is determined which associations hold competitions of different levels among veterans. The main types of competitions among veterans, which are held in the world, in Europe, are highlighted in the article. During the study, the stages of development of masters sports in the world (World Masters Games), in Europe (European Masters Games) were analyzed. The World Masters Games and the European Masters Games have been found to be spectacular sports festivals being held every four years and including many sports in their program. It is proved itself that for those people who played sports in their youth, the need to continue physical activity remains for life. Otherwise, the body, without receiving the necessary load, ages and collapses faster than those who did not play sports. It has been confirmed that the IMGA Association, in terms of the philosophy of the Olympic Charter "Sports for All", is actively building a clear system of work to attract a wider range of sports veterans around the world.

**Key words:** veteran sport, masters sport, World Masters Games, European Masters Games.

Modern masters sport is a social phenomenon that is attractive and emotional, and, what is the most important, involves participation in competitions. For athletes, participation in competitions, competitive activities become a target factor and a significant additional motivation for further regular sports [1]. For some people it is a partial return to youth, for some it is pleasure, for others it is an opportunity for self-affirmation. But for most masters sports – It is, above all, meetings of like-minded people, it is a lifestyle – purposeful, disciplining, which gives optimism and confidence, encourages self-improvement, but instead brings a sense of satisfaction, reliability, spiritual freedom, successful solution of many everyday problems - a new quality of life.

Veteran athletes are an example of longevity and high results and skills in various sports. Scientists have proven that for those who played sports in their youth, the need to continue physical activity remains for life. Otherwise, the body, without receiving the necessary load, ages and breaks down faster than those who did not play sports [2].

Thus, masters sports should be defined as a promising means of restoring human strength in the process of his training activities, as well as the possibility of self-affirmation and self-expression in free time from professional and everyday activities. Masters sport is not only a means of combating the negative phenomena of the modern information society, but it is also able to form in the public consciousness worthy values for a healthy lifestyle, ethical, aesthetic and moral and psychological factors [1, 2].

The World Master Games (WMG) is a spectacular four-year sports festival that includes many sports. Initially, the World Master Games were organized on the initiative of the Olympic Committees of individual countries.

The first World Master Games were held in Toronto, Canada in 1985. The popularity of the World Games grew along with the number of athletes who participated in these

large-scale competitions. Therefore, in 1995, members of international federations proposed the creation of the International Master Games Association (IMGA), which aims to promote friendship and understanding between sports veterans around the world, regardless of age, gender, race and religion [2, 3].

The International Master Games Association is an organization recognized by the International Olympic Committee (IOC), whose activities are aimed at supporting the Olympic movement and the philosophy of the Olympic Charter "Sports for All". The association promotes sports at any age, and the spirit of competition, which is manifested within the Master Games allows you to maintain motivation and well-being for life. The headquarters of the IMGA Association is based in Lausanne (Switzerland) [3].

National teams of countries, regions, cities and clubs have the right to participate in the World Master Games. Athletes who have paid the entry fee, have a doctor's permit and funds for travel, accommodation, food, additional costs are allowed to participate in the competition. To host the World Master Games, selected are the cities that have the necessary infrastructure (sports grounds, stadiums, bike paths, water canals, etc.). Cities where large-scale competitions have already been held (Olympic Games, World Universiades, World Championships, etc.) are usually chosen.

The World Master Games, organized under the auspices of the International Master Games Association, are open to professional and amateur athletes, with different abilities and different ages. The minimum age of participants is from 25 years (water sports) to 35 years, the maximum age of participants is unlimited. To date, nine summer World Master Games have been held since 1985 [2, 3].

In 2009, a record number of athletes took part in the World Games - 28,676 master athletes. This is more than twice the number of athletes who took part in the 2000 Olympic Games in Sydney. A total of 149,471 athletes took part in the nine Summer World Games.

The World Master Games are very popular among athletes who have participated in the Olympic Games. Thus, in 2009, more than 230 Olympians who completed their

professional performances took part in sports delegations from different countries. Master athletes with special needs also take part in the Summer World Games.

The program of the World Games in different years differed in the number of sports and composition. The smallest number of sports (22) was in the program of the first games in Toronto (Canada). The largest number - 37 (Aalborg, Aarhus, Herning, Denmark).

The program of the IX Summer Games (Auckland, Canada, 2017) consisted of competitions in 28 sports, including 11 sports for athletes with special needs (rowing, badminton, cycling, kayaking, bowling, athletics, table tennis, swimming, archery, tennis, triathlon) [3].

In 2010, the 1st Winter World Masters Games (WWMG) were held in Bled (Slovenia). Unfortunately, only 1,600 athletes (almost twice less than in previous competitions) - representatives of 20 countries - took part in the II Winter World Games (Quebec, Canada, 2015). However, a record number of athletes (more than 3,000) from 32 countries took part in the 3rd World Winter Masters Games (Innsbruck, Austria, 2020), which competed in 12 sports [2, 3]. This indicates the growing popularity of these competitions and the existing need of athletes to participate in such a format of tournaments.

Analyzing the geography of the Summer World Masters Games, we see that only twice these competitions were held on the European continent (Aalborg, Aarhus, Herning, Denmark, 1989; Turin, Italy, 2013). That is why the European Association of Masters of Sport (EMSA) was established, under the auspices of which, since 2008, the European Games of Masters (Veterans of Sport) are held every four years [4].

The European Masters Games (EMG) are international sports competitions that include fifteen mandatory sports and seventeen additional sports, three Paralympic sports and two European handball and football championships.

European Games of Masters are a sports competition for people 30-35 years and older, the program of which consists only of summer sports (rowing, badminton, basketball, kayaking, volleyball, handball, bowling, golf, judo, karate, light athletics,

table tennis, beach volleyball, swimming, rugby, squash, climbing, orienteering, ballroom dancing, archery, tennis, track cycling, taekwondo, weightlifting, fencing, football, road cycling). Athletes with special needs take part in competitions.

The European Masters Games were held four times and each time the number of sports that made up the competition program and the number of participants increased. In the III European Games (Nice, France, 2015) 4178 more athletes took part in the competition than in the I European Masters Games (Malmö, Sweden, 2008). At the moment, the record competitions in the number of participants and sports included in the program of games are the IV European Masters Games (Turin, Italy, 2019) – more than 10 thousand athletes and 29 sports [3, 4].

The World and European Masters Games are a grand sports holiday, which is held with the opening and closing ceremonies of the competitions, athletes live in sports towns, where they have the opportunity to communicate, attend various competitions, cheer. These competitions are attended by many tourists from around the world, the number of which exceeds the number of participants several times.

Competitions are usually held on the sports grounds of the recent Olympics have an open status and gather sports masters from around the world. Usually it is 20-25 sports, about 50 sports grounds located in the neighboring cities, and 10-15 thousand participants. They have grown into a system: after the WMG World Masters Games, the Asian Veterans (Masters) Games are held next year, the European Games the following year, then the Pan American Games, and then the WMG again. They are held in a four-year Olympic cycle.

All competitions of masters of sports are distinguished by a warm friendly atmosphere, complete friendliness, lack of unhealthy excitement, interesting meetings of famous athletes of the past years, multiple champions and prize-winners of the World Championships and Olympic Games.

But medals are not the main thing here. For many of the veterans, participation in the competition is a very serious test, after which the participants become stronger in spirit and body !!!

Thus, we can state that the IMGGA Association, within the terms of the philosophy of the Olympic Charter "Sports for All", is actively building a clear system of work to attract a wider range of sports masters around the world. We see that the Summer European Masters Games (EMG) have been established under the auspices of the IMGGA since 2008, and the Winter World Masters Games since 2010. Unfortunately, there is no clear system of masters sports in our country yet. Today, masters sports in Ukraine exist only thanks to the initiative of individual regional leaders and the enthusiasm of veterans of some federations, which hold competitions among masters in their sport (rowing, basketball, kayaking, volleyball, handball, athletics, tennis, football, etc.). However, having the experience of successful performances of our athletes at the World and European Masters Games, we hope that in our country, in addition to high-achievement sports, youth, student and Paralympic sports, there will be opportunities for the masters movement of Ukraine.

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