

The implementation of all proposed projects requires 940,750 rubles, the investor is OOO GTYU Nizhneturinskoye LPU MG, which allocates 700,000 rubles, and 240,750 rubles will be allocated from the own funds of the sports complex.

As a result of the proposed measures, the profit in 2019, in comparison with 2018, will increase by 305,413 rubles, the profitability will increase from 13.7 % to 21 %. From this we can conclude that the proposed measures to improve innovation, are effective.

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FACTOR ANALYSIS OF POST-SPORTS SOCIAL ADAPTATION OF PROFESSIONAL ATHLETES

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Abstract. *The character, content and characteristics of a professional athlete's life determine the formation of a special type of personality, which is the result of a complex and multifaceted process of professional formation and development. However, life in sport at a certain period ends and there comes a difficult stage of entering a new life associated with a new profession, self-awareness as a member of new social communities, the definition of new life perspectives. This stage is associated with the process of social adaptation of the athlete to the situation that arises for him after the end of his sports career. The purpose of this study was to study the problems of social adaptation of professional athletes in the post-sports period.*

Keywords: post-sports period, social adaptation, ex-sportsmen, sports career, adaptation to post-sports life, socialization in professional sports.

The normative saturation of the stage of a sports career and the subsequent activity in another professional sphere often turns out to be so different that it leads to the sometimes insurmountable difficulties of the adaptive period. The features of this process are largely determined by the trends occurring in the sport itself, social spheres and environments in which the former athlete is involved, which, in turn, generates an increase in the requirements for the training of a modern athlete not only as a professional in his sport, but also to future types of labor, social life.

The need to study the problems of social adaptation of athletes to post-sports activity is due to the fact that, firstly, in modern Russian sports complex and contradictory processes are taking place, connected with the rapid integration into the system of social relations. Secondly, the "legalization" of professional sports in Russia, its public recognition have not yet received a completed type and full institutionalization. Former sportsmen solve the problems of post-sports adaptation themselves, often without help from the state and society, and not always successfully. There is a need for an in-depth sociological analysis of these processes, primarily problems and ways of adapting professional athletes to the conditions of post-sports activity.

The problem of social adaptation of professional athletes to post-sports activities in modern Russia arises and is actualized as professional sports develop in our country. The society is interested in the quick adaptation of ex-athletes, as it faces people with high ambitions, an aggressive style of behavior [1].

To date, there is no clear understanding of all the psychological, medical and social causes involved in shaping the emergence of disadaptive changes in the process of post-professional adaptation to the completion of a sports career.

Despite the high relevance of this issue, publications containing the results of full-fledged empirical research and the corresponding theoretical and methodological apparatus have so far not been enough presented in Russian and foreign publications.

The processes of adaptation of the body after the completion of sports are the fundamental factors determining the general state of health of ex-athletes. It should be noted that at present there is no comprehensive program for studying the process and the result of post-sport adaptation in Russia. Under these circumstances, it is impossible to give a scientifically based medical and social assessment of the state of health, psycho-emotional sphere, level of quality of life, the influence of social factors on the body of former athletes.

Ex-athletes in the post-sports period completely change their lifestyle, systematic training stops, therefore the issues of studying the early post-sports period are necessary for successful medical and social adaptation of athletes who have completed a career in sports.

The process and the result of post-sports adaptation are undoubtedly influenced by the gender and age characteristics of the organism, the type of sports activity, and many other factors. It should be noted that the study of the health status of athletes who have completed sports activities is an important indicator that, in one way or another, takes part in designing a model of medical and social adaptation / disadaptation that allows to identify the main causes of disadaptive disorders in ex-athletes. Therefore, in the process of adaptation of the organism to a change in lifestyle associated with the completion of sports activities, the study of predictors of post-sports disadaptation, which allow timely implementation of measures for medical and social assistance to former athletes, becomes important [2].

To date, there is no clear understanding of the psychological, medical and social causes involved in the formation of disadaptive changes in the process of post-professional adaptation to the completion of a sports career.

An integrated approach to solving this problem is required, which suggests identifying the factors involved in the post-sports adaptation process, related on the one hand to successful adaptation, on the other, may become negative (disadaptation) under the influence of the completion of sports activities.

It should be noted that the process of adaptation / disadaptation to the completion of sports activity is a complex multicomponent phenomenon and currently there is no unambiguous understanding of its essence. Analysis and solution of the problem of post-professional disadaptation of ex-athletes will allow to develop the concept of early diagnosis and comprehensive prevention of changes associated with the completion of sports activities [3].

Often, the ambitions of high-class athletes prevent them from properly performing their role in society, in the family and in their professional activities – and at the same time they can impede personal development. This is largely due to the subordination of education and upbringing to the interests of sports training and the achievement of high sports results by any means, while preparing for a real post-sports life retreats to the background [4].

Among the main problems faced by the athlete of higher qualification, completing or completing his sports career, is his identity: he sees himself exclusively in the role of an athlete belonging to a certain social group in which the athlete has been for many years of his sports career [5].

The results of the study of the characteristics of psychological adaptation of athletes who have completed a sports career indicate numerous violations of the adaptation process (unfavorable distortion of self-relation, destabilization of the emotional background, violations of the communicative sphere, poorly formed professional self-determination, the development of a tendency to a number of dependencies).

A clear focus on achieving high results for active athletes, abrupt lifestyle changes, the lack of sufficient support measures for the medical, psychological and social nature of ex-athletes significantly impede the adaptation process, especially in the early post-sports period (the first five years after the end of sports activities) [6].

At the same time, only some predictors of adaptation / disadaptation to the end of a career in sports are known, such as: – gender and age characteristics of the organism; – time elapsed after

the completion of sports activities; – the presence or absence of preparation for the completion of sports activities; – Relationship with relatives, friends and relatives; – the presence of injuries and chronic diseases; – personal characteristics; – bad habits (smoking and others).

We have found that the completion of sports activities for athletes of high qualification ranks is a key event leading further in some cases to the development of social problems. Some reasons for social disadaptation of ex-athletes in the early post-sports period are highlighted: nutritional failure – 85 %; low physical activity – 65 %; lack of support from the family – 65 %; serious problems and disagreements, quarrels with relatives, relatives – 65 %; lack of desire to link their future with sports – 64 %; difficulties in solving everyday problems – 55 %; lack of plans for the future – 42 %; lack of time devoted to relatives and friends – 36 %; the presence of bad habits (smoking) – 34 %; difficulties in relationships at work (school) – 20 %.

The implementation of the early detection of predictors of postprofessional disadaptation of athletes who have completed sports activities will help preserve and strengthen their mental, physical and social health, and noticeably improve their quality of life.

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К ВОПРОСУ О МЕХАНИЗМЕ ВЗАИМОДЕЙСТВИЯ КУЛЬТУР В ПРОЦЕССЕ ИДЕНТИФИКАЦИИ ЛИЧНОСТИ В МУЛЬТИКУЛЬТУРНОМ ОБЩЕСТВЕ

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Реферат. В статье исследуются проблемы идентификации личности и в этом аспекте – роль социальной среды и культуры как её составляющей. Раскрываются пути разрешения данной проблемы в условиях функционирования сложных в этносоциальном аспекте систем на фоне глобализма и попытки построения мультикультурных обществ.

Ключевые слова: культура, идентификация, формирование, воспитание, личность, социальная среда.

Истоки проблемы идентичности, понимаемой как процесс целостного восприятия субъектом себя в отождествлении с каким-либо этносоциальным целым, восходят к середине прошлого столетия. В завершённом виде она оформилась вместе с появлением постиндустриального общества (вторая половина 70-х), характеризующегося образованием