



International activity of sports universities: state and trends of development

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Abstract

Objective of the study was to identify current trends and determine the vector of development of the international activities of Russian universities of physical culture and sports.

Methods and structure of the study. The analysis of the main parameters of international activity in Russian universities of physical culture and sports has been carried out.

Results and conclusions. At present, the state of international activity of universities is one of the key indicators of their effective development. The vectors for the development of international activities of sports universities are: the development of exports of educational services of scientific projects; formation of a stable contingent of foreign students, integration of educational organizations of higher education into the international educational and scientific space; increase in income from the export of educational services and scientific products of universities; promotion of the "brand" of universities in the international educational and scientific space; internationalization of educational and scientific activities of universities; development of academic mobility; implementation of network educational programs, etc. The goal of implementing the strategy for the development of international activities is to increase the competitiveness of sports universities in the international space and strengthen their export potential.

Keywords: *international activity, higher professional education, physical culture, sport.*

Introduction. A distinctive trend in the development of the Russian system of higher education has been the intensification of the international activities of universities aimed at their integration into the world educational and scientific space. According to the adopted priority project "Development of the export potential of the Russian education system", the target model of the international activities of universities involves the development of exports of educational services and scientific projects, an increase in extrabudgetary funds, the implementation of joint educational programs, the formation of a stable contingent of foreign students, the internationalization of the internal educational environment, the formation of intercultural competencies from employees and students, promotion of sports relations, etc. [2]. Given the special role of sports and sports diplomacy in establishing interna-

tional educational, scientific and humanitarian cooperation, these guidelines are of particular relevance in relation to the universities of physical culture.

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Results of the study and their discussion. In modern conditions, international activity acts as a priority direction for the development of Russian universities, which determines the establishment of educational, scientific and cultural interaction in the international space. The effectiveness of international



activity is determined by a number of indicators, which include: the share of the number of foreign students enrolled in bachelor's, specialist's, and master's programs in the total number of students (adjusted contingent); the share of the number of foreign citizens from among the scientific and pedagogical workers; the volume of international academic and scientific mobility, the implementation of network educational programs, etc. Taken together, these indicators determine the export potential of Russian universities and the possibility of their competitiveness in the international market of educational services.

An analysis of educational statistics in recent decades shows that despite the general decline in the number of Russian students, in recent decades there has been a steady increase in the number and proportion of foreign citizens studying at universities (2000 - 72.4 thousand people (1.5%) 2021 - 324 thousand people (8%) [5]. This has led to the fact that Russia currently attracts 6% of the global number of foreign students, while the total income from the export of Russian educational services in 2018 reached 13 billion rubles or approximately 200 million US dollars [3, p., Belarus, Ukraine, Kyrgyzstan), China, the countries of Southeast Asia, the Near and Middle East. Engineering, medical, information-computing and economic groups of specialties and directions stand out among the educational programs.

Speaking about the levels of education, the most attractive segment of the educational market in our country for foreigners is undergraduate programs, while 76.8% of foreign students choose full-time education. The distribution of foreign students by budgetary and contractual forms of education is 36.7% and 63.3%, respectively, while the main share of state scholarships (quotas) for the education of foreign citizens falls on the CIS countries (28.7%), Asia (32.5%), Africa and the Middle East (23.7%) [7, p. 303].

Undoubtedly, the indicated parameters largely reflect the current realities associated with the ongoing geopolitical processes.

The internationalization of education in Russian universities of physical culture and sports is characterized, on the one hand, by general parameters, and on the other hand, it has its own characteristics related to the content and forms of educational programs implemented in them. The main vector for the development of the educational activities of sports universities is the implementation of educational programs within the framework of an enlarged group of specialties and

areas of training (EGSA) 49.00.00 - Physical culture and sports, the areas of training of which account for over 80% of their student body. The training of athletes determines the special requirements for the level of physical fitness of students, as well as the organization of training and educational processes in accordance with educational and professional standards. Since the 2000s, industry universities have begun training personnel in related areas - sports pedagogy and psychology, sports management, journalism, sports and health services and tourism, state and municipal administration, advertising and public relations, sports diplomacy, which determined diversification of educational activities and made changes to the structure of their student body [3, p. 4]. The implemented educational programs are quite unique due to their sports component, which makes certain adjustments to the process of selecting potential applicants for physical education universities.

It should be noted the ambiguous trend of changes in the quantitative and qualitative parameters of the foreign student contingent in the universities of physical culture. In 2017, the total number of foreign students in Russian sports universities was 1922 people. (5.3% of their student body). 1240 foreign citizens (64.5%) were trained full-time according to the EGSA "Physical culture and sports", including: 993 people. - undergraduate programs (80.1%), 137 people. - in the magistracy (11.0%), 40 people. (3.2%) - in graduate school [4, pp. 165, 169]. In other areas of higher education, sports managers, specialists in the field of sports and health services and tourism, sports psychologists, etc. were trained. Over half of foreign citizens studied on a contract basis, while the total financial indicators of the export of educational services by sports universities amounted to 88.3 million rubles [4, p. 292]. As in all Russian educational institutions, there has been a reorientation of the geographical focus of the implementation of international activities - if earlier it was directed to the European educational market, then now most of the foreign students (51.4%) of the universities of physical culture began to fall on citizens of the CIS countries, Asia and the Middle East.

At the same time, by 2021 there was a decrease in the total number of foreign students in higher education institutions of physical culture to 1265 people. (854 (67.4%) full-time students and 413 (32.6%) part-time students). Undoubtedly, the unfavorable epidemiological situation associated with the spread of COVID-19 and the forced restriction of international



academic mobility contributed to the negative dynamics. At the same time, rather uneven distribution of the foreign student body in Russian sports universities attracts attention. At present, the leaders in the number of foreign students are the Russian University of Sports "GTSOLIFK", Moscow, the Smolensk University of Physical Culture, the Siberian University of Physical Culture, while in a number of other sports higher educational institutions foreigners are not trained at all. It is obvious that such a contradictory picture adversely affects the general state of the international sports educational space.

The current reality has indicated the need to develop a concept for the development of international activities of sports universities, based on a clear understanding of its current state. First of all, we are talking about the definition of unfavorable external and internal factors, which include: an extremely difficult geopolitical situation in the modern world and the aggravation of external threats against Russia, which fully affects the sphere of international sports diplomacy; the complexity of designing international programs and high competition in the international educational and scientific space; underdevelopment of network forms for the implementation of educational programs; weak internationalization of the internal environment associated with the study of the Russian language, the development of Russian culture and educational practice by foreign students; lack of competence in the field of international communications among teachers and university staff. On the other hand, Russian sports universities have a high export potential, which allows them to consistently develop international ties in various areas of educational and scientific cooperation.

Conclusions. An analysis of the current state of the international activities of Russian sports universities makes it possible to identify strategic guidelines for its development, including: integration of universities into the international educational and scientific space (establishing interaction with leading foreign sports educational and scientific organizations; increasing the volume of income from the export of educational services and scientific products of sports universities, formation of a stable contingent of foreign students); internationalization of educational and scientific activities of sports universities (improving the international competitiveness of universities through the development of academic mobility programs for teachers and students; the formation of communicative competen-

cies in foreign languages among employees and students of universities); promoting the brands of Russian sports universities in the international educational and scientific space (improving the position of universities in international academic rankings, diversifying country directions for the export of educational services, increasing the representation of Russian sports universities in information systems). The coordinated and consistent implementation of all components of the strategy for the development of international activities will lead to an increase in the competitiveness of sports universities in the international space and an increase in the export of their educational programs and scientific projects.

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