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## FITNESS TECHNOLOGIES AS AN EFFECTIVE TOOL OF HEALTHY PHYSICAL CULTURE

**Introduction.** Current issues of our society are the formation, preservation and strengthening of one's own health. Today, one of the primary problems of humanity is the formation of a healthy and harmonious personality, which has a high level of development of spiritual, intellectual and physical abilities. Strengthening the health of the population of Ukraine is considered the most important task facing modern society, because more than 80% have deviations in their state of health.

**Research methods.** Research methods were included studies of scientific literature on the issue of fitness, fitness technology, health-preserving technologies, content analysis and Internet sources.

**The purpose of our work** is a theoretical analysis of fitness technology as an innovative means of improving physical culture.

**Research results and their discussion.** The problem of health and the formation of a healthy lifestyle is constantly in the center of attention of many scientists (G.L. Apanasenko, E.K. Bakhtel, V.S. Bitenskyi, Y.Y. Gdanskyi, D.G. Zaridze, A. E. Lychko, S. N. Taratukhin, N. I. Felinska, B. G. Khersonskyi, V. A. Shapovalova and others) [4].

Our analysis of the scientific literature testified that the principle of health-oriented physical education is specified in physical culture and health technologies, which are currently actively developing [3].

In our opinion, fitness technologies are one of the forms of organizing health-improving physical culture that take into account people's needs and capabilities. The concept of "fitness" unites various forms of physical culture, which have conditioning, health and sports orientation, based on the use of a wide range of physical exercises [1].

It should be noted that the concept of "fitness technology" is a set of scientific methods, steps, techniques, formed into a certain algorithm of actions, which is implemented in a certain way in the interest of increasing the efficiency of the health-improving process, which ensures the guaranteed achievement of the result, based on a free motivated choice of physical exercises with the use of innovative means, methods, organizational forms of fitness classes, modern inventory and equipment [2].

Physical exercises based on fitness technologies can significantly increase motivation for long-term motor activity, increase indicators of physical development and functional readiness. Also, the following indicators of a healthy lifestyle are formed:

- **at the level of physical health:** striving for physical perfection, treating one's own health as the highest social value, physical development,
- **at the level of mental health:** correspondence of cognitive activity to calendar age, development of voluntary mental processes, presence of self-regulation, adequate self-esteem;
- **at the level of mental health:** consistency of universal and national moral and spiritual values;
- **at the level of social health:** ability to self-actualization, self-regulation, self-education [4].

**Conclusions.** Thus, it has been proven that the use of modern fitness technologies is effective innovative a means of recovery in health physical culture and an effective tool for a healthy lifestyle in today's conditions.

**A prospect for further research in this direction is** to study individual fitness technologies for the health of future specialists in various fields.

### Literature:

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