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Genesis and content of fitness: theoretical and methodological analysis

Abstract

Problem Statement. Becoming widespread and extremely popular with people throughout the world fitness has not left Ukraine, where there is a keen interest to this kind of recreational activities, aside. *The Purpose* was to study the origin of recreational fitness. *Results:* The article highlights the origins and genesis of health-related fitness in its international context, as well as in individual countries of the world. Particular attention has been paid to the development of recreational fitness in Ukraine and to the establishment of the Ukrainian market of fitness services, which originated in the late 90s. A rapid booming of fitness industry has been observed in Ukraine since 2005. The authors also deal with contemporary development of fitness services. At the same time the issue of terminological application has been tackled. Various publications put different interpretations of

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fitness terminological system in general and of the term “fitness” as well. Although fitness as a health-improving system has been gradually evolving, the commonly accepted meaning of the term has not been elaborated up till now. Various definitions of the term should be considered as complementary. *Conclusions.* Fitness has a long history and different versions of origin and evolution. Two of them are considered to be of significance, i.e. the western and the eastern versions. For ideological reasons, fitness in the Soviet Union (Ukraine being part of it until 1991) was practically ignored. Nevertheless, the mid-80s of the last century witnessed the breakthrough of fitness into the USSR. Establishment of the market of fitness services in the independent Ukraine started in the late 90s. Fitness industry in Ukraine is permanently growing.

Keywords: genesis, the origin of fitness, evolution of fitness, the history of fitness development, methodical analysis, definitions of the term “fitness”.

Introduction

Analysis of methodological publications testifies to the fact that fitness has a long history, as well as different descriptions of its origin and development [8], [11]. Historians of fitness singled out two separate branches of fitness origination and development, which could be described as Eastern and Western ones. Simultaneously with fitness evolution, its terminological system has been developing; several definitions of the term “fitness”, used by fitness theorists and practitioners in different countries have been introduced.

Becoming widespread and extremely popular with people throughout the world, fitness has not left Ukraine, where there is a keen interest to this kind of recreational activities, aside. A number of national normative documents adopted in Ukraine (Law of Ukraine “On Physical Culture and Sport”, Presidential Decree “On the National Strategy of Recreational Motor Activity in Ukraine for the Period up to 2025”, “Motor activity – a Healthy Lifestyle – a Healthy Nation”, and the like) present a legal foundation for recreational fitness operations. However, the level of citizens’ involvement in motor activities remains one of the lowest in Europe. Therefore, the contemporary scientists in this country direct their close attention to one of the world’s most popular health-improvement system, namely to fitness and it has become the subject of their research [6], [18], [23], [24]. Fitness today is winning popularity due to its effectiveness, accessibility and attractiveness of training sessions. In total there are about 200 various recreational fitness programs, a large number of them can be attributed to the desire of fitness experts to meet the interests and preferences of different segments of the population.

The study of recreational fitness origin in general and its genesis in Ukraine in particular, as well as fitness terminological system of investigation got insufficient coverage in scientific publications and therefore seem quite timely.

Purpose of the research

Purpose of the research was to study the origin of recreational fitness; to enquire into the problem of its establishment in the world as well as its current development in Ukraine; to describe the terminological foundation of fitness.

Materials and methods

Materials and methods: theoretical analysis; scientific publications and generalization of Internet resources; documentary method; analysis of operations; the method of comparison and juxtaposition.

Results

As far back as ancient times physical exercises performed to the music were used to develop such properties as correct posture, airy tread, plasticity of movements, strength and endurance. Orchestrica, one of the ancient Greek gymnastic modifications, used dance movements. It could reasonably be considered a predecessor to all existing rhythmic and rhythm-plastic systems [9]. Information about history fitness is presented in Table 1.

Table 1. History of fitness evolution

№	Founders	Essence	Time period
1	F. Delsarte	Proposed the so called “expressive gymnastics”, which presupposed the abilities to sing nicely and expressively, to be able to use one’s facial expression, as well as gestures, movements and posture	mid. XIXcent.
2	J. Demenie	focused on rhythm and harmony of movements, flexibility and endurance. His system was based on proper movements’ technique: tension of certain muscles groups and relaxation of others. All movements had to be uninterrupted, ample and performed in all directions	lateXIX - early XX cent.
3	B. Mensendick	proposed female functional gymnastics based on rhythmic movements bound up with rhythm of breathing, which was a significant bodily function. Major objectives were power-building, health improvement and art of movement development	XIXcent.
4	E. Jaques-Dalcroze	offered “rhythmic gymnastics”, since he discovered a sense of rhythm in human physical activity	beginning of XX cent.
5	M. Beckmann	proposed jazz-gymnastics	60’s XX cent

Table 1. History of fitness evolution (cont.)

№	Founders	Essence	Time period
6	K. Kooper	proposed cyclic aerobic exercises	60's XX cent.
7	G. Sorenson	proposed aerobic dances	70's XX cent.
8	Alberto Perez	proposed zumba, which is a combination of aerobics and dance	80's XX cent.
9	The US experts	arrival of new kinds, like step, slide, resist-a ball, aqua aerobics	80's – early 90's
10	Gregory Leghtman, Denis Neville	Proposed Kangoo jumps, which is an intensive cardio-training being shod in special spring shoes.	90's
11	Czech instructors	proposed Sky Jumping, which is a combination of cardio- and weigh loadings with balance and stretching exercises.	XXI cent.
12	Christopher Harrison	proposed Fly Yoga, which is a combination of Yoga, Pilates, acrobatics and remedial gymnastics elements.	XXI cent.

Source: own research.

The contents of the table show that during its evolution fitness has acquired new features and elements, new trends, which continue to evolve.

Thus, a methodological analysis of publications revealed different versions and descriptions of the contemporary fitness origin and evolution. Hence, two fitness versions, – Western (i.e. European, or, after 1942 renamed to Euro-American) and Oriental – have been developing concurrently, but separately from each other. The Western version has its origins in America, and most of scientists believe the USA to be the native land of fitness methodology. In 1960, President J.F. Kennedy, worried about physical fitness of the Americans, established the Presidential Fitness Council, which included the 20 most reputable fitness experts and professionals, as well as politicians from various states [12], [24]. President Kennedy urged the federal government to take more active part in the development of national fitness programs.

Certain authors are inclined to attribute the Oriental version of fitness origination to the ideology of ancient health-related systems (Institute for Research and Education, 1996). The core of “otherness” between the two mentioned versions lies in the fact that they are based on different mentality and philosophy, different national characteristics of physical exercises and techniques, different mechanisms of movement control. The main features of the Western version of fitness turned to be dances borrowed from rituals and psychophysical experience of ancient men, who strove towards self-actualization, self-treatment, as well as desired to learn how to treat others. Ancient Greece and Rome paid special attention the aesthetics of the body immortalizing perfect beauty in ancient sculptures. Human body aesthetics was and still remains the major principle of the European

system of fitness. In the East fitness has been developing mostly as an art of motion. For instance currently popular Chinese system of health improving exercises “Wushu” with its variants, or Yoga, which is interpreted as a kind of philosophy, as a system of ancient commandments, as a science of living in unity with nature and is more or less related to meditation.

In 1960, Kenneth H. Cooper, an American authority in preventive medicine was the first to introduce the term “aerobics”, since the group of scientists under his guidance had carried out the research on aerobic training, which was recognized as the most efficient activity for strengthening of the cardiovascular system. Major principles and the description of this kind of training were expounded in the following books: “Aerobics”, “New Aerobics”, “Aerobics for Women” and the like. Aerobic programs and regulations for motor activity elaborated by K. Cooper originally included various types of cyclic movements, like walking, running, swimming, cycling etc. Later on, other popular aerobic exercises, like roller skating, aerobic dances, handball, basketball, tennis and horseback riding complemented the program. Hence, the programs introduced by K. Cooper in the 1970s presupposed aerobic training to music; all further programs and modifications of the contemporary recreational fitness might be regarded as derivatives from aerobics. K. Cooper is rightly considered to be the father of the contemporary fitness.

The 80’s of the XX century witnessed wide-ranging introduction of aerobics alongside with its total commercialization. Besides, the experts in this field, preoccupation with exercise and physical fitness replenished mass exercising movement with famous actors, Jane Fonda, the American film star, being first among them.

In an effort to involve more advocates, followers and customers, to gain wider recognition, more and more new fitness programs are being advertised. Elaboration of new fitness technologies is mainly the prerogative of experts from the USA, the UK and other European countries. Thus, such organizations and associations as the International Health, Racquet & Sportsclub Association (IHRSA), the International Dance Education Association (IDEA), World Fitness Organization (WFO), “Sports and Health” European Confederation (CESS), as well as other similar specialized institutions are developing and introducing advanced fitness programs.

The “IDEA Fitness Journal” and “Health and Fitness Journal” scientific periodicals appeared at the end of the XX century. They deal with health problems, examine the effect of bodily exercises and balanced diet upon wellbeing of individual people. The same mission was entrusted to “Muscle and Fitness”, “Men’s Health”, “Zest”, “Wellness” etc. journalistic publications designed for the reading public. Fitness evolution, its cogency and importance has been evidenced by the publication of terminological dictionaries “Food and Fitness: A Dictionary of Diet and Exercise” (1997), “The Oxford Dictionary of Sport Science and Medicine” (1998), “The Oxford Dictionary of Food and Nutrition” (1995), “Dictionary

of Sport Science and Exercise” (2006). The XX century witnessed the appearance of a whole range of highly specialized fitness terminology: sit-up, workout, nutritionist, dancercise, boxercise, dropout, onset muscle soreness, interval training, positive failure, ketosis, passive exercise, aerobic threshold, spotter, carbohydrate loading, dead-lift, etc.

It will not be extremely difficult to predict the further evolution and proliferation of fitness all throughout the world, whereas there is not a minutest prerequisite for its going out of fashion. Just on the contrary, more and more people are aware of the necessity for exercise and healthy lifestyle [2].

When studying fitness genesis in Ukraine it is worthwhile to mention that by 1991 this country was part of the USSR, so the Soviet period of fitness development should not be disregarded. So, at the beginning of 1980s the term “fitness” did not exist in the Soviet Union. Such phrases as “sport” and “physical culture” circulated instead. In the Soviet period everything connected with sports was a matter of the state prestige, big time sport being in the limelight of the state authorities and functionaries. The striking illustration of this fact was the number of medals won by Soviet athletes at various international competitions and the Olympic Games. Mass physical culture was confined to mainly school physical education and industrial gymnastics [9]. Nevertheless, every citizen had a free access to sports sections or clubs that operated at schools, community centers or sports complexes. Children and adolescents who showed athletic capacities could attend specialized youth sports schools or schools of sports mastership (Still S.A., 1999). It was supposed that in the Soviet Union the right for motor activities, leisure and sports was guaranteed by the socialist system and there was no need to introduce any new “foreign-born” ideas or trends.

However in the mid-80s of the last century fitness fell into the USSR to start its development here. Thus, in 1984, the first Soviet “Rhythmic gymnastics” program was released on TV and became extremely popular in the years 1985–1989. According to this program, combined movements were performed to rhythmic music, and the set of exercises for this program was elaborated by the State Central Order of Lenin Institute of Physical Culture (currently Russian State Academy of Physical Culture and Sports, Moscow) and the All-Union Research Institute of Physical Culture (Moscow). The impetus for the aforementioned work became the “aerobic boom” triggered off by spreading among population the video-cassette set of exercises from the Hollywood star Jane Fonda, as well as the emergence of “24 hours of fitness” system. The Soviet version of fitness, as it has already been mentioned, was called “rhythmic gymnastics”. Due to availability of well-trained experts in calisthenics and artistic gymnastics, owing to TV lessons accompanied by broad propaganda, rhythmic gymnastics acquired vogue in the shortest time possible [9]. Television broadcasts continued until the beginning of 1990s and were discontinued with the collapse of the USSR. It was then that the name “rhythmic gymnastics” was replaced by the name “aerobics”. The

first health-related sports club (fitness club) in the former Soviet Union was opened in Leningrad (current Sankt-Petersburg, RU) in 1990 [8].

In the late 1980s first studies on rhythmic gymnastics contents and versions were conducted by T. Lisitskaya, 1985; L. Bohdanova, V. Smolevskii, V. Yurasov, 1984 and the like. The influence of rhythmic gymnastics on the human body was studied by S. Kramina, V. Mikhailov, 1986; M. Zagorc, K. Petrovic, 1984 etc. First aerobic manuals have been published, including T. Lisitskaya's "Rhythmic Gymnastics"(1986): "Rhythm + Plastics" (1988): "Gymnastics and Dance"(1988): "Aerobics for Everyone" (1994).

The first years of independence in Ukraine were marked with crisis in all spheres of social life, in the economy of the country. Certain changes, inevitable for that period, took place: downswing in production; problems with reshaping of the state budget; permanent price surge; inflation, which mainly hit above all at the budgetary sectors, physical culture being among them. Breakdown of the authoritarian administrative-command system of economy affected the system of material and technical support of physical culture. The number of charge-free sports centers and clubs dropped dramatically; children and adults got fewer opportunities and conditions for satisfying their needs in motor activity. Economic situation led to growth of social tension [3]. It was then that semi-legal primitive gyms appeared, in which youngsters learned to bulk up and tone up their muscles. Most of the society, however, did not welcome this activity and associated bodybuilding pioneers with certain groups that had trouble with the law. According to L. Vashchuk, Ukrainian population began to show interest in fitness in 1991, – the period of countdown for Ukrainian fitness industry development and fitness terminology circulation [19].

In 1994, Ukrainian Fitness Union was established, which later, in 1996, changed its name to Ukrainian Fitness Federation with the purpose of popularization and promotion of both sporting and recreational fitness in Ukraine. Ukrainian Fitness Federation is a member of International Fitness Sanctioning Body (IFSB) **and represents** Ukraine in the international arena.

The establishment of fitness services market in Ukraine began in the late 90's. Thus, the first fitness club named "Kyiv Sports Club" (KSC) arose in 1998. It was a club of American type with the American style of management. A great number of people willing to join the "World Class" enhanced the appearance of new clubs. In the early years of the 21st century there was practically no competition among fitness clubs. Since 2005 the fitness market has started to expand by 15% to 20% per year. By 2007 the number of fitness clubs in Ukraine amounted to more than 200, and increased every year (<http://consultingforfitness.ru/analiz-fitness-rynka-rossii-ukrainy/> 05.2016). However, disappointing statistical data indicate a lack of motor activity of Ukrainians. Unfortunately, only some 13.5% of the population is involved in doing exercise, where as in the Scandinavian countries, for instance, 85% are engaged in some kind of motor activities. Our country

ranks 99th in the world by the population health rate and 150th by the life span rate (“On the National Strategy of Recreational Motor Activity in Ukraine for the Period up to 2025 “Motor activity – a Healthy Lifestyle – a Healthy Nation”, 2016).

Table 2 placed below illustrates the number of persons involved in physical culture activities (fitness among them) according to the Ministry of Youth and Sports of Ukraine data.

Table 2. The number of persons involved in physical activities practice

Total population			Total number of persons involved in physical activities and sport					
2015	2016	2017	2015	%	2015	%	2017	%
42 919 912	42 738 070	42 584 500	5 367 256	12,51	5 367 040	12,56	4 532 888	3 – satisfac. 6 – average 33 – low level

Source: own research.

According to the statistics the percentage of those, engaged in physical activities and sports in Ukraine has an increasing behavior, despite the fact that the population overall number is diminishing (see Table 2).

It is worthwhile to notice that the number of fitness clubs and fitness centers network is growing permanently, trying to attract a considerable amount of its fans. In 2016, Kyiv became the center of fitness services in Ukraine, concentrating 75% of fitness-clubs. All in all more than 600 fitness clubs are operating in Ukraine, the majority of them (70%) belonging to network operators. Major price leading at the market remains with fitness centers belonging to medium price segment, like “Fit Curves” (over 180 gyms in 62 cities), “Sport Life” (more than 50 sports clubs in 15 cities), “Malibu” (21 clubs), “AthletiKO” (20 sports clubs). There are also smaller networks incorporating from 3 to 8 clubs, like “Sportland”, “MyFit”, “InterFit”, «Fitness Planet», “Sportsclub in Action”, “Fitness Life”, “Vertical”, “Dominant”, “Kiwi Fitness”, etc. Among the companies operating in the premium price segment the “5th Element”, “Grand Prix”, „Tsarsky”, “Aquarium”, “Podilski”, “SkyFitness” and some others are the most advanced and successful [1].

Generally speaking, fitness industry in Ukraine is evolving. Fitness services market is picking up its growth rate. All these phenomena testify to the fact that keenness on fitness in the contemporary society is rather high (Usachov Ju., 2006 [18]; Beliak Ju., 2015; Vasylenko M., 2016, 2018 [20], [21]. Recreational fitness involvement provides efficient leisure time activity of population, open opportunities for socialization and self-realization of a person.

In 2000’s scientific studies on fitness in post-Soviet countries continued to be published. Thus, the historical aspect of fitness, as well as its ideology and

methodology are presented in the studies of Ju. V. Mehkhin and A.V. Mehkhin (2002) [10], V. Je. Borilkevych (2003), V.S. Simonov, V.I. Grygoriev, (2006) [15], etc. Such Ukrainian experts as M. Dutchak, M. Bulatova, M. Vasylenko, Ju. Beliak, Ju. Usachov and a few others also contributed to the development of recreational fitness[18], [20], [21].

Consequently, the number of fitness fans in Ukraine is growing with every passing day, guaranteeing the Ukrainian fitness market further prosperity. The state possesses considerable reserves and potential for future fitness industry development and exuberance. Nevertheless, it is necessary to create profitable conditions for investors, to provide legal aspects that would foresee tax preferences and other privileges for sports institutions [1].

Alongside with studying the history of fitness evolution and dissemination throughout the world and in Ukraine in particular, the analysis of the meaning of the term “fitness” itself, its connotation and interpretation by experts from different countries at various times was carried out. Majority of the authors accentuate multifaceted nature of this term that became a loan-word transliterated to many languages of the world. This term originated from the English phrase “to be fit” meaning “to be in perfect form, be in good health”.

There are dozens of modern interpretations of the term “fitness”. Thus, E. Holy and B. Franks (2000) claim that since the term “fitness” has been gradually evolving, there is no single interpretation or definition of it [6]. Fitness as a notion originated in the US, was borrowed by international sports terminology and, as it has been mentioned before, became widely used in Ukraine since the 90s of the last century. It should be noted that the content of the term “fitness” is not identical in different countries. Analysis of scientific publications testifies the availability of various (and numerous) terminological interpretations and definitions that justify their consideration. Below, are versions definitions of the term “fitness” given by different authors and editions (Table 3).

Table 3. Definitions of the term “fitness”

No	Source, author, year	Definition
1	Holy E.T., Franks B.D., 2000 [6]	It is an aspiration for optimal quality of life that comprises social, mental, spiritual and physical components
2	Novikova M.N., 1997; Borylkevych V.E., 2003, 2006	A system of health-related physical exercises coordinated with individual psychophysical sphere, motivation and personal involvement
3	Glahan L.M., 2000	A kind of physical activity for those who are willing to spend their money with comfort, getting pleasure and benefit for health
4	Medina E.N. 2000	A system of training that had absorbed all most effective techniques of “body upbringing”

Table 3. Definitions of the term “fitness” (cont.)

No	Source, author, year	Definition
5	Szymański I., 2000 [16] Grodzka-Kubiak E., 2002 [5]	A dynamic state of finding a good state of health from the psychological and sociological point of view in conjunction with the desire to achieve maximum (individual) physical capacity through various forms of motor activity adapted to the abilities, taste and expectations of the person who thus assumes the responsibility for functional improvement of own body. F – flexibility; I – independence; T – taste of life; N – naturalness; E – energy; S – strength; S – stop aging strategy of life
6	Zibarova M., 2001 [25]	Doing sports and living according to one’s own philosophy and rules that help to shape a slim figure and wellness
7	Tatura Ju.V., 2001 [17]; Lisitskaya T. S., 2002 [9]	Healthy lifestyle, development of athletic and locomotor qualities.
8	Menhin Ju.V., Menhin A.V., 2002 [10]	A system of health-related physical exercises coordinated with individual psychophysical sphere of a person, his/her motivation and personal involvement
9	Buynova N.N., 2002	Lifestyle aimed at maintaining health
10	Kalashnikov D.G., 2003	A kind of sport cultivated within the framework of competitive bodybuilding
11	Oxford Dictionary (En-En), 2003	Various types of motor activity, balanced diet, cosmetic and herbal therapy procedures etc.. Develops not only good physical condition but also intellectual, emotional, social and spiritual components. In case one component fails, – the whole system breaks down.
12	Borylkevych V.E., 2003	A dynamic multi-factor process that comprises physical, mental, spiritual and social spheres.
13	National Fitness Community of Russian Federation	Physical activity aimed at health and physical skills improvement, which is proposed as a type of service and is conducted in accordance with special training programs; meals at specially arranged places (fitness clubs) and facilities under the supervision of experts (coaches, physicians, nutritionists).
14	Hallman, President of International Sports Medicine Union	The state of mental and physical willingness to achieve success and good luck.
15	Lakhina E.M.	Highly efficient system of fitness trainings aimed at health improvement, harmonious physical development, increase of professional competence
16	Ryzhkin Ju.E.,2006	Component of physical recreation, one of its most widespread forms
17	Golubiev V.N., Rodichkin P.V., 2006	Various physical exercises, health related activities, figure shaping and other health improvement activities
18	Saikina E. G.,Smirnova Ju.V., 2006 [14]	Physical culture subsystem that solves the priority task of maintaining optimal health

Table 3. Definitions of the term “fitness” (cont.)

No	Source, author, year	Definition
19	Rodichkin P.V., Davydenko D.N., Golubiev V.N., 2006	An integral attribute of a healthy way of life and individual development
20	Saikina I.G., Ponomariov G.N., 2008 [13]	Specially organized, consciously managed, purposeful process of physical activity based on a voluntary choice of motor activity aimed at health improvement and strengthening, prevention and risk of diseases decrease, being satisfied.
21	Kabanovskaya E.S., 2008 [7]	Activities to provide material and social and cultural services that meet the needs of the population and act as a specific sector of the economy
22	Skliarova I.V., 2009	Prolonged variant of basic physical culture, the objectives of which coincide completely with the objectives of physical culture
23	Tremblay Mark, Stephen Colley, Rachel Christine Saunders, Travis John Healy, Genevieve Nissa, Owen Neville, 2010, Malina R. 2010	It is a state of health and well-being and, more specifically, the ability to perform aspects of sports, occupations and daily activities. Physical fitness is generally achieved through proper nutrition, moderate-vigorous physical exercise, and sufficient rest.
24	Vengerova N.N., 2011 [22]	A balanced state of optimum level of physical development, display of strength, flexibility, body weight control, monitoring cardiovascular capabilities, maintaining positive physical and psychological attitude of mind that allows a person to be fully functional and develop one's potentialities
25	Kovaliova, 2012	A comprehensive program that includes various aerobic exercises, body shaping elements, dance movements, gymnastics and martial arts elements, training on simulators, psychological training etc.
26	National Academy of Sports Medicine – Juliana Garcia-Halloran – Elite Trainer	It is the condition of being physically fit and healthy and involves attributes that include, but are not limited to mental acuity, cardiorespiratory endurance, muscular strength, muscular endurance, body composition, and flexibility.

Source: own research.

Discussion

Analysis of such a considerable amount of “fitness” definitions and interpretations suggested an idea to divide them into several groups. The first group of authors interprets the content of fitness as physical activities that have an immediate effect upon an individual, his/her psychophysical balance, condition etc. Examples of such interpretation can be found in the works of Zibariova M., 2001

[25]; Szymański I., 2000 [16]; Grodzka-Kubiak E., 2002 [5]; Menhin Ju.V., Menhin A.V., 2002 [10]; Borylkevych V.E., 2003, 2006; Golubiev V.N., Rodichkin P.V., 2006; Vengerova N.N., 2011[22]; Kovaliova, 2012 (Table 3).

Another group of authors claims that fitness is an indispensable and significant factor of healthy lifestyle. This category of authors includes Saikina I.G., Smirnova Ju.V., 2001 [14]; Tatura Ju.V., 2001 [17]; Lisitskaya T.S., 2002 [9]; Rodichkin P.V., Davydenko D.N., Golubiev V.N., 2006; Saikina I. G., Ponomarev G.N., 2007 [12]; Vengerova N.N., 2011 [21]; National Academy of Sports Medicine (see Table 3).

The third group of authors considers fitness as a sector of national economy, a useful and beneficial social phenomenon that might assist a person in his/her professional sphere, social and private life. This group is represented by such authors as Holy E.T., Franks B.D., 2000 [6]; Ryzhkin Ju.E., 2006; Kabanovskaya E.S. 2008 [7]; Hallman, the President of International Sports Medicine Union, Glahan L.M., 2000; Borylkevych V.E., 2003 (Table 3).

On the whole, all the definitions and interpretations quoted above bear evidence of polyvalent content of fitness, its definitions do not enter into a conflict, so they should be considered as complementary ones.

Prospects for further research will consist in further studying of other aspect of recreational fitness.

Conclusion

1. Fitness has a long history and different versions of origin and evolution. Two of them should be considered of significance, i.e. the Western version (on the basis of aerobic training) and the Eastern one (based on the ideology of ancient health systems). Recreational fitness evolved into the following forms and types like “expressive gymnastics”, “rhythm and harmony of motions, flexibility and agility”, “rhythmic gymnastics”, “female functional gymnastics”, “jazz gymnastics”, “cyclic aerobic exercises”, “aerobic dances”, zumba and of the modern trends.
2. For ideological reasons fitness in the Soviet Union (Ukraine being part of it till 1991) was practically ignored. The right of the citizens for motor activities, leisure and sports was supposed to be guaranteed by the socialist system, hence there was no need to introduce anything new, “foreign-born”. Nevertheless, mid-80s of the last century witnessed the breakthrough of fitness into the USSR.
3. Establishment of the market of fitness services in the independent Ukraine started in the late 90s. Since 2005, fitness market has begun to expand by 15–20% per year. Fitness industry in Ukraine is in the permanent state of growth. In total, more than 600 fitness clubs give Ukrainian citizens opportunities to do sports, majority of the clubs (70%) belonging to network operators.

4. The term “fitness” has been gradually evolving; therefore it does not seem possible to define one single definition for this term. All the definitions or interpretations of the term “fitness” do not contradict one another and can be regarded as complementary. An analysis of “fitness” content allows it to be considered, with certain reservations, as: a system of health and conditioning exercises; healthy and physically active lifestyle that corresponds to an individual’s world-view; a significant and socially useful economic activity.

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Geneza i treść fitnessu: analiza teoretyczna i metodologiczna

Streszczenie

Upowszechnienie się fitnessu wśród ludzi na całym świecie nie ominęło Ukrainy, gdzie można zaobserwować bardzo żywe zainteresowanie tym rodzajem działań rekreacyjnych. Celem pracy było zbadanie źródła rekreacyjnej sprawności fizycznej (fitness). Artykuł podkreśla genezę sprawności związanej ze zdrowiem w kontekście międzynarodowym, a także w poszczególnych krajach świata. Szczególną uwagę poświęcono rozwojowi rekreacyjnej formy fitnessu na Ukrainie oraz powstaniu ukraińskiego rynku usług fitness w późnych latach dziewięćdziesiątych. Od roku 2005

obserwuje się na Ukrainie gwałtowny rozwój przemysłu związanego z fitnesssem. Autorzy zajmują się również współczesnym rozwojem usług fitness. Jednocześnie zajęto się kwestią terminologii. Różne publikacje podają różne interpretacje systemu terminologicznego oraz samego terminu „fitness”. Choć termin „fitness” jako określenie systemu poprawiającego jakość życia stopniowo ewoluował, jego powszechnie przyjęte znaczenie nie zostało do tej pory opracowane. Różne definicje tego pojęcia należy uznać za komplementarne. Termin „fitness” ma długą historię i różne wersje pochodzenia i ewolucji. Dwie z nich są uważane za istotne, tj. wersja zachodnia i wschodnia. Ze względów ideologicznych fitness w Związku Radzieckim (którego Ukraina była częścią do 1991 r.) był niemal zupełnie ignorowany. Niemniej jednak, w połowie lat 80. ubiegłego stulecia fitness pojawił się w ZSRR. Powstawanie rynku usług fitness w niepodległej Ukrainie rozpoczęło się pod koniec lat 90. Branża fitness na Ukrainie stale się rozwija.

Słowa kluczowe: geneza fitnessu, ewolucja fitnessu, historia fitnessu, rozwój, analiza metodyczna, definicje terminu „fitness”.