

Rhythmic gymnastics for amateurs: problems and development potential

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Abstract. The authors studied theoretical foundations of amateur sport. The research was based on rhythmic gymnastics for adult amateurs. The key goal of the research was to analyse the current status of rhythmic gymnastics for amateurs, to reveal the conditions of its appearance and its development potential. The authors conducted the research in Graal rhythmic gymnastics sport club. As a result of the research the key peculiarities and problems of the development of rhythmic gymnastics for amateurs were defined. In the process of the research questionings of amateur athletes on the topic of motivation to amateur rhythmic gymnastics trainings, the problems they face in this sport, as well as their previous training and expectations from classes, were conducted. The results of this research allow to recommend these theoretical and practical materials for the specialists, who work in the sphere of physical culture and sports, and for organisations, who implement trainings for amateur athletes. It was defined that rhythmic gymnastics for amateurs is considered to be a perfect alternative to trainings in fitness clubs. Thanks to it, people have the opportunity to realise their needs both in physical activity and in achieving competitive results.

1 Introduction

Physical culture and sports are the priority areas, which take a significant place in the social development of Russia. A number of legislative initiatives in the field of physical culture and sports are being implemented currently in Russia. Particular attention is paid to involving the maximum number of people in systematic physical trainings. Thus, currently the national project “Sport is the norm of life” is being actively implemented within the framework of the “Demography” project. Moreover, in 2020, the Strategy of the development of physical culture and sports in the Russian Federation by 2030 was adopted. The target indicator of these documents is to involve 70% of the population in the field of physical culture and sports by 2030. Particular attention is paid to attracting the adult population, as after graduating from educational institutions, where physical culture is included in the curriculum, people often become less interested in physical culture and sports.

Based on the aforesaid, we can say that it is necessary to increase the interest of adult population to physical culture and sports. In our opinion, this can be achieved through the

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development of mass directions of physical culture and sports. Amateur sport is one of such directions. In recent years, amateur sport has become increasingly popular, as people involved in physical culture and sports want not only to improve their health, but also to participate in competitions and achieve certain results. The most popular classes for adults are classes in such sports as, for example, figure skating, sailing and team sports.

About 10 years ago rhythmic gymnastics for amateurs as an independent direction appeared in Russia, which is not so long ago. However, currently we saw a tendency towards an increase in the number of people involved in this sport. The main audience is mainly girls and women aged 12 to 40 years. Many of them were previously involved in rhythmic gymnastics or some other sport, but people who do not have previous training also come to amateur sport. The key goal of the research is to conduct a multiple survey of rhythmic gymnastics for amateurs and its current status, to reveal the conditions of its appearance and its development potential. The relevance of the research is explained by the critical importance of physical exercises and sport, the necessity of the development of mass sport, attraction of the population to new types of physical activities and giving new opportunities for population in relation to sport.

Currently, there are no researches in the scientific literature devoted to amateur rhythmic gymnastics and the authors of this article are considered to be the first researchers, who look into this question. This area has been little studied, and, undoubtedly, further development requires a serious analysis and elaboration of methodological approaches for the adult audience. This is considered to be the novelty of the research.

2 Materials and methods

The research included an analysis of the regulatory and legal framework of amateur sport, retrospective analysis of this concept and also an author's research of particular sport organisation, which offers trainings for amateurs in rhythmic gymnasts.

The authors have conducted a research of the statistical information, represented on the website of the Ministry of sport of the Russian Federation made on form 1-FK, the data of the Physical culture and sports Committee, normative documents, regulating the sphere of physical culture and sports– FZNo.80 “On physical culture and sports in the Russian Federation” dated 29.04.1999, FZNo.329 “On physical culture and sports in the Russian Federation” dated 04.12.2007, “Strategy of the development of physical culture and sports in the Russian Federation in the Russian Federation by 2030”.

The authors have conducted their own research in Graal rhythmic gymnastics sport club, which is considered to be the founder of rhythmic gymnastics for amateurs.

Amateur athletes of the club took part in a questioning: 30 athletes aged 13 to 37 years were questioned.

Moreover, the authors have analysed the data of the starting and final lists of the tournaments in rhythmic gymnastics for amateurs.

3 Results and discussion

Currently there is no clear understanding of what amateur sport is and what its key difference from mass and professional sport. In scientific literature there is an opinion that amateur sport and mass sport are the similar definitions. However, it is difficult to agree with this statement. In our opinion, mass sport is intended to improve health and physical qualities, increasing the level of physical activity. Whereas in contrast amateur sport, as professional sport, is intended to achieve competitive results.

Let us look into regulatory and legal framework. In the Federal law FZ No.80 “On physical culture and sport in the Russian Federation” dated 29.04.1999 the concept “amateur sport” existed. Thus, it was indicated in the law that amateur sport is a “many-sided mass sports movement as an integral part of the system of physical education of citizens and the identification of promising and talented athletes in various sports” [1].

In the Federal law No.329 “On physical culture and sport in the Russian Federation” dated 04.12.2007 the concept “amateur sport” was replaced by “mass sport”. This concept was interpreted in the following way: mass sport is “a part of sport aimed at physical education and physical development of citizens through organised and (or) independent classes, as well as participation in physical culture events and mass sports events” [2].

In the Federal law FZ No.80 “On physical culture and sport in the Russian Federation” dated 29.04.1999 a concept “amateur athlete” is also interpreted. It sounds in the following way: “amateur athlete (physical culturist) is an athlete systematically engaged in a chosen sport or physical exercises, participating in sports competitions on the principles of voluntariness or executing classification standard in accordance with the requirements of the Unified All-Russian Sports Classification and (or) Regulations of the All-Russian Communication and Health Complex” [1].

Therefore, we see that amateur sport implies trainings in particular sport and achieving competitive results. It should be noted that trainings in a sport club for amateurs is carried out under the guidance of qualified coaches and according to the established methodology. The concept “mass sport” is more many-sided, as it includes people, who do physical exercises themselves: at home, outside or in the gyms.

In addition to comparing “amateur sport” with “mass sport”, there is a comparison of it with “professional sport”. For more than 100 years discussions about the distinction between amateur and professional sports have been going on. Even P. de Coubertin spoke about the need to distinguish between these categories. In 1894, in Paris at the International Congress for the Study and Extension of Amateur Principles, the question “Amateurishness and professionalism” was raised. The questions on determining the status of an amateur, the possibility of being a professional in one sport and an amateur in another, the possibility of applying the definition of an amateur athlete in all sports and a number of others were discussed. As a result, the Congress has accepted the definition: “an amateur is one who has never participated in a competition for money reward or an award of material value, regardless of its origin, especially if this money is received from the sale of entrance tickets, who has never competed with professionals, and who is not a sports teacher or coach. H.V. Dolzhikova says that such decision caused a lot of debates, so, in 1901, members of International Olympic Committee proposed that every International Sports Federation could use its own conditions and factors to distinguish amateurs and professionals. Currently only the best athletes of the country may take part in the Olympic Games. Most of them are professionals. Television and other media made the Olympic Games and professional sport come closer[3].

In 1947, a special commission chaired by A. Brundage developed a new definition of an amateur athlete. In its opinion, an amateur is “an athlete whose sporting activities are not related to the extraction of financial benefits”. In 1974, at the 75th session of the International Olympic Committee, an amendment was made to the Olympic Charter and the “statute of amateur” was replaced by the “statute of admission”, namely the concept of “amateur” was excluded from the Charter [4].

The concept “amateur athlete” is available in such normative legal act as the All-Russian Anti-Doping Rules, developed by the All-Russian Anti-Doping Organisation and approved 24.06.2021 No.464. In particular, it is said there: “amateur athlete is an individual who competes in non-international or national-level competitions, who was previously an international-level athlete (as defined by the relevant international sports federation) or

national-level athlete, but has not been such in the last five years, and was also not included into the Registered Testing Pool of RUSADA or another anti-doping organisation, was not a member of the sports teams of the Russian Federation and did not represent the Russian Federation or any other country at an international sporting event in the overt category. Athletes, who have got a title “Master of Sport in the International class” or “Merited Master of Sports”, can be included in the category of amateur athletes not earlier than 5 or 10 years after getting the titles “Master of Sport in the International class” or “Merited Master of Sports” respectively [5]. We see that in this particular case the category of amateur athletes includes ex-professional athletes, what, in our opinion, is not entirely true. Today, people without previous training can start doing sport as an amateur and achieve results comparable with people who were previously athletes.

In this regard, foreign practice is interesting. According to the US legislation, “a common misconception about amateurs and professionals is that professionals are paid to play sports whereas amateur athletes are not. Amateur is a person who engages in <...> a sport, on an unpaid basis. Professional is a person engaged in <...> a sport, as a main paid occupation rather than as a pastime” [6]. As we can see, the distinctive feature of terms is “paid / unpaid occupation”

In 1978, in the USA the US Amateur Sports Act was adopted. The main purpose of the Act is formulated as follows: “to encourage greater participation of citizens in amateur sports, to expand the authority of the United States Olympic Committee (USOC) as the coordinating body in the country's amateur sports, to protect the rights of amateur athletes, to create a governance arrangement under which the right to lead and to organise any kind of sport is given to the most representative sports organisations, federations” [7]. In the USA, the practice of amateur clubs for students is widely developed.

Referring to the experience of the European Union, it is necessary to single out the European model of sports. The principle of advancement in the class and elimination allows you to link amateur and professional sports into a common system and prevent the complete separation of these areas of activity. Such a connection allows to activate vertical integration processes in the “bottom-up” direction. The possibility of promotion in the class creates an additional incentive for the development of amateur clubs and teams. They, in turn, are included in the decision-making system for the regulation of a particular area of sports and become active participants in the process [8]. Accounting for the interests of amateur sport is becoming an important aspect of the formation of a common identity, as it allows to implement the fundamental principles of the functioning of the EU as a whole: grassroots approach and solidarity [9].

We should mention that amateur sport is one of the most important constituents of the culture and lifestyle in the USA. In the European Union, the maximisation principle is often implemented and there is no separation of professional and amateur sport.

N.V. Rumyantseva notes that the active use of athletic-training technologies, competitions and elements of sport in the life of adult population allows to form sport culture, motivates people to lead a healthy lifestyle and provides the improvement of the level of their well-being. According to the author, the desire for sporting achievements is significant both for professional and amateur athletes. It was revealed that the most significant motives for both types of athletes are the following: emotional pleasure, physical self-esteem, and obtaining success in sport [10].

Recently, about 10 years ago, rhythmic gymnastics for adults started to develop in Russia. The appearance of this sport is explained by the following reasons. At first, rhythmic gymnastics is worthily popular in Russia thanks to successful competitive results of the Russian athletes on the Olympic Games, Europe and World Championships. Secondly, rhythmic gymnastics is characterised by early specialisation, and, accordingly, by an earlier “retirement” and the inability to start trainings if there is a discrepancy with

the age for starting rhythmic gymnastics. This is why people who had not done rhythmic gymnastics in childhood for any reason can use the opportunity to attend training for amateurs. Thirdly, those athletes who had finished their professional career often want to continue their trainings, so rhythmic gymnastics for amateurs is capable to solve the problem perfectly.

Analysing the development of rhythmic gymnastics for amateurs, we should settle on the statistical indicators for the development of this sport in the whole country and in Saint-Petersburg. According to the statistical reporting in the form 1-FK of the Ministry of Sports of the Russian Federation, the number of rhythmic gymnasts is growing every year. In Figure 1 the data on the number of people doing in rhythmic gymnastics from 2018 till 2020 are represented [11-13].

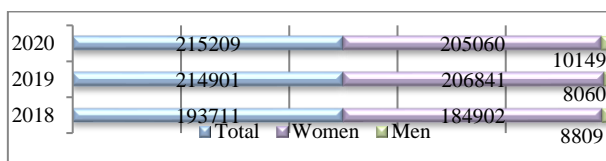


Fig. 1. The number of rhythmic gymnasts from 2018 till 2020

We can make a conclusion, that since 2018 the number of rhythmic gymnasts increased by 21.498 people. We should mention the growth of the number of gymnasts among men. In 2018, this indicator was 8.809, by 2020, it has been increased by 10.149 people. Meanwhile, 35.017 people had the athletic titles in rhythmic gymnastics in 2019, in 2020 – 34.547 people, namely about 16% of the total number of athletes.

Let us consider the data of the statistical reporting 1-FK of Saint-Petersburg Physical culture and sports Committee. In Figure 2 the data on the number of rhythmic gymnasts in Saint-Petersburg from 2018 till 2020 are presented [14-16].

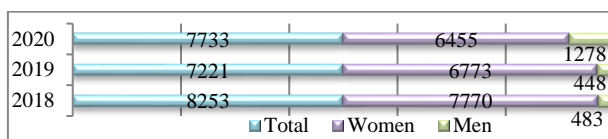


Fig. 2. The number of rhythmic gymnasts in Saint-Petersburg from 2018 till 2020

Analysing the indicators, we can say that since 2018 the number of rhythmic gymnasts in Saint-Petersburg reduced by 520 people. The number of male rhythmic gymnasts increased from 483 in 2018 to 1.278 in 2020. In 2019, 1.073 people had the athletic titles, in 2020, 969 people had it. We should mention such an interesting indicator as the number of staff coaches in this sport. According to the official statistics, there was only 7 staff coaches in 2018, by 2020, this number increased by 126 people. Moreover, 95% of staff coaches have field-oriented higher education [14-16].

The first rhythmic gymnastics clubs for amateurs appeared in Saint-Petersburg in 2012, namely about 10 years ago. Currently rhythmic gymnastics for amateurs is implemented as follows: separate sport clubs for amateurs, groups (or places) in sport clubs, youth clubs, clubs at universities and colleges, individual training with coaches, self-dependent trainings (in this particular case it is referred to athletes, who have the athletic title and professional experience as a coach. Amateur newcomers, who do rhythmic gymnastics themselves and have started from nothing, do not participate in competitions).

Let us consider such an important indicator as the number of sport organisations, which offer trainings in rhythmic gymnastics for amateurs, including clubs, which offer this sport, as one of the main directions of their activity. The data were taken from starting and final

lists from tournaments in rhythmic gymnastics for amateurs and from official websites of sport organisations.

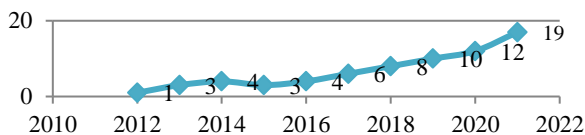


Fig. 3. The number of rhythmic gymnastics clubs for amateurs in Saint-Petersburg from 2012 till 2021

Analysing the data, represented in Figure 3, we can say that since 2012 the number of organisations, which offer trainings in rhythmic gymnastics for amateurs has increased from 1 till 19. This sport is especially popular among adolescents, as sport clubs are increasingly training and preparing for competitions girls aged 12 to 16 years old who have started trainings late or do rhythmic gymnastics in recreation groups. The number of clubs, which offer trainings for amateur adults, as its main direction at this moment is much less (about 2-3 in Saint-Petersburg, over the years their number changed up to 7). This is due to the fact that many clubs gave under business struggle with other clubs for adults (for example, stretching classes, ballet and dance classes, and also rhythmic gymnastics classes itself), as they promoted completely new direction. As a result, at a later date after their closing larger clubs got new athletes. We should also mention that rhythmic gymnastics develops rapidly in universities. Every year University championships in rhythmic gymnastics are held in Saint-Petersburg.

Every year tournaments in rhythmic gymnastics for amateurs are held. Moreover, athletes can participate in club tournaments in separate category for amateurs. The geography of tournaments expands very year. Basically, tournaments are held in Saint-Petersburg and Moscow, but in recent years Moscow and Leningrad Regions and also Pskov have joined this list. In 2013, amateur athletes had the opportunity to participate only in 1 tournament, in 2021, the number of such tournaments was more than 19. For 9 years, the level of tournaments for amateurs has increased. Currently all tournaments are held according to rules, similar to the code of points in rhythmic gymnastics. For tournaments judges who have referee categories are invited. Competitions take place in gyms, that satisfy the requirements for conducting tournaments in rhythmic gymnastics. Participants get worthy prizes and presents. The largest tournaments in rhythmic gymnastics for amateurs are held in Saint-Petersburg; their arranger is Graal gymnastics sport club. Tournaments are held two times a year – in spring (“Juventas”) and in winter (“Isadora”).

The diversity in the training level of amateur athletes has led to the necessity of dividing participants into categories. Currently sport clubs, which hold tournaments in amateur rhythmic gymnastics, use the following classification of categories: Category A-pro – gymnasts, who had finished their professional sport career and have such titles, as Candidate in Master of Sport, Master of Sport and Master of Sport in the International Class. Category A – gymnasts, who had finished their professional sport career and have III, II, I athletic titles. Category B-pro – amateurs from 16 years, who had done any sport before (ex-figure skaters, artistic gymnasts and other representatives of similar sports or activities). Category B – amateurs from 16 years, doing rhythmic gymnastics for 2 years and more, who had done no sport before. Category C – amateurs from 16 years, doing rhythmic gymnastics less than 2 years and who had done no sport before. Category D-pro – amateurs aged 12 to 16 years, who had done sport before, and previous gymnasts, who have youth category titles. Category D – amateurs aged 12 to 16 years, doing rhythmic gymnastics less than 2 years, who had done no sport before. This classification was developed by the clubs, who participate in competitions for amateurs, and over a period of several years enlarged

and underwent changes. We think that this classification fully characterises the training levels of amateur gymnasts.

The framework for conducting research was Graal gymnastics sport club, which is considered to be the founder of rhythmic gymnastics for amateurs. A questioning of amateurs on key issues related to this sport was conducted. 30 athletes aged 13 to 37 years took part in the questioning. In Figure 4 the data on the age of athletes of the club, and on the age when they started doing rhythmic gymnastics in Graal rhythmic gymnastics sport club, are represented.

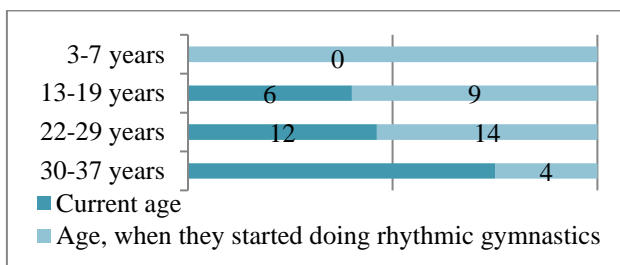


Fig. 4. Age of amateur rhythmic gymnasts – members of Graal rhythmic gymnastics sport club. Age of amateur rhythmic gymnasts, when they started doing rhythmic gymnastics in Graal rhythmic gymnastics sport club

The most numerous age categories are categories of the amateur athletes aged 22 to 28 years and 30 to 37 years. Ex-professionals are in the category aged 3 to 7 years (3 people). The rest have started rhythmic gymnastics as adolescents or adults. Comparing the results of two questionings, we should mention that the majority starts rhythmic gymnastics in the older age (after 20 years old). Probably, this is due to the fact that approximately in this time a person starts his/her career and as a result gets an opportunity to pay for classes. Moreover, he/she becomes more responsible, that helps him/her to leave time for trainings in his/her daily routine. According to these statistics, many people, who start doing rhythmic gymnastics, continue to train over a number of years, which indicates the interest of athletes, in spite of the high busyness of modern life.

For the most part amateur athletes start doing rhythmic gymnastics, if previously they had been engaged in any sport or physical activity. However, there are also amateurs, who started rhythmic gymnastics as adults. The authors asked athletes of Graal gymnastics sport club about their previous training. In Figure 5 the answers (multiple answers could also be given) are represented.

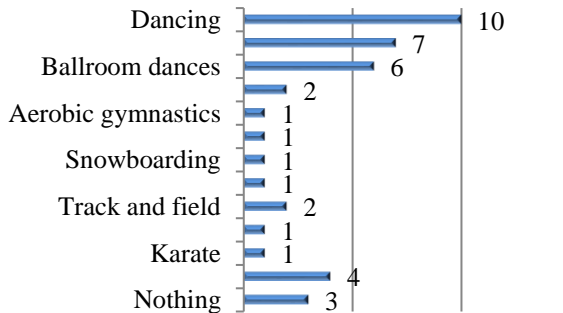


Fig. 5. Previous sport experience of amateur rhythmic gymnasts – members of Graal rhythmic gymnastics sport club

In most cases the surveyed answered, that they had practiced dancing (10 people). Then goes rhythmic gymnastics. 7 surveyed had done rhythmic gymnastics. It is also necessary to

single out sports related to rhythmic gymnastics: ballroom dances (6 people), figure skating (2 people), aerobic gymnastics (1 person). Other sports were also noted, in particular, winter sports: speed skating (1 person), snowboarding (1 person), competitive skiing (1 person). The following summer sports were named: track and field (2 people), rowing (1 person, who continues doing this sport apart from rhythmic gymnastics), martial art, namely karate (1 person). There was also a group of people, who do fitness or physical exercises at home themselves (4 people). There was also those, who had done no sport before they came to rhythmic gymnastics classes (3 people). As we can see, most of those, who decides to start rhythmic gymnastics as adults have some previous training, whether it is rhythmic gymnastics or similar sports or dancing. There are a lot of those, who have previously devoted themselves to other sports, which also has a positive effect on their future results (in spite of another specialisation, such people have volitional powers, that is necessary in sport, such as self-discipline and stamina. They have more developed physical qualities compared to those who did not go in for sports). As the evidence from practice shows, least of all come to those who previously had nothing to do with sports. It is much more difficult for adult newcomers to form a habit to attend classes regularly, to work hard and, of course, to perform in public. There are also many people, who are afraid to start trainings, as they do not believe in themselves, feel embarrassed due to the lack of skills in the chosen sport, consider that participation in competitions is obligatory, expect excessive rigidity from coach or misunderstanding from more experienced athletes of the club etc. This again confirms the necessity for informing potential athletes about training techniques, which, first of all, are oriented to improving health and physical fit, and the “inviting on the carpet” does not occur immediately, but after a long stage of preparation and at their personal request.

Another important indicator is motivation to practicing rhythmic gymnastics for amateurs. In Figure 6 the data on answers to this question are represented. In the process of questioning, it was revealed that 53.6% of athletes are interested in rhythmic gymnastics for amateurs because of the opportunity to participate in competitions and to achieve competitive results. 80% of athletes in Graal have one or more routines and competed at least once.

In addition to the answers from the list, the surveyed named such reasons as the ability to express themselves through movements and music, love for sport and physical activity, the opportunity of self-development, desire to develop flexibility under the guidance of a coach, over-worked-out look because of fitness club and the desire to do stretching.

As expectations from rhythmic gymnastics for amateurs, we can distinguish such as the desire to eventually receive an athletic title, the achievement of highly competitive results and sports mastery, the opportunity not only to train oneself, but also to be a coach in this sport in the future.

Amateur athletes often meet misunderstanding from public, misinterpretation about trainings, equating amateur sport with health and fitness activities.

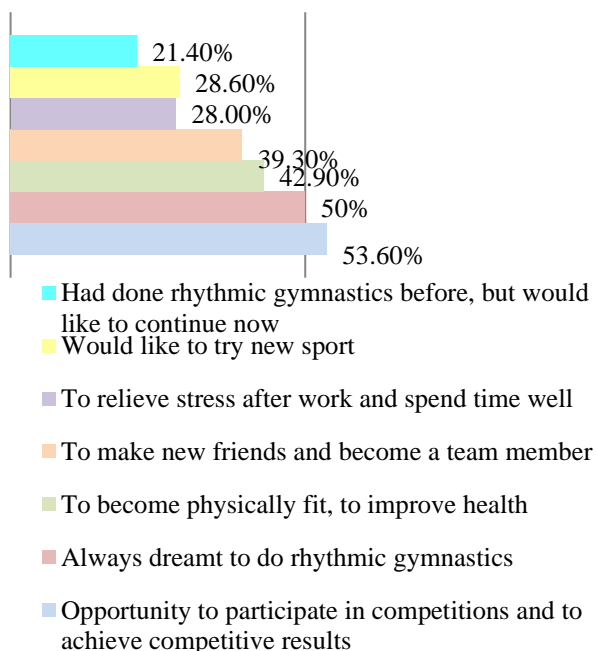


Fig. 6. Motivating factors for amateur rhythmic gymnasts (%)

Summarising the above, we would like to single out currently existing main issues of rhythmic gymnastics for amateurs.

1. A small number of organisations offering rhythmic gymnastics for amateurs. Currently rhythmic gymnastics for amateurs is not sufficiently popularised yet and is developing mainly only in large cities of Russia: Moscow and Saint-Petersburg. As a result, for example, tournaments in rhythmic gymnastics for amateurs are conducted only some times a year and the number of participants there is much less than at professional tournaments, what leads to additional challenges for the arrangers, especially financial problems, because of which conducting of these tournaments can be questioned every time. To get competitive experience amateur gymnasts often participate in club tournaments and do their routines within the separate category for amateurs, thereby making themselves known. However, they can meet misunderstanding from judges and coaches, especially when it is referred to judging (rules in rhythmic gymnastics for amateurs use current code of points in rhythmic gymnastics as reference, but at amateur tournaments judges can make a decision on corrections due to the peculiarities of the level of amateur gymnasts, especially newcomers. These corrections are not provided for at club competitions).

2. Relatively small occupancy of groups in clubs and, as a result, problems with income provision for leaders. At the moment, a fairly small share of population is informed about rhythmic gymnastics for amateurs. As it was mentioned above, many potential newcomers experience fright and do not dare to attend classes due to the lack of information about the methods of the training process. As a result, many opening clubs cannot compete with other clubs for adults, as this direction is still quite unusual for the audience.

3. Problems with creation of conditions for organising training process: absence of gyms with high ceilings and standard carpets. Many sport clubs have to conduct training process in premises, inconsistent with the requirements of the chosen sport, and amateur gymnasts are not exception. Even in large cities, there is an acute shortage of gyms, as well as their inaccessibility (remoteness from public transport) and high cost. Trainings in small

gyms have a significant impact on the level of gymnasts, which is especially evident at competitions: low throws of the apparatus, incorrectly learned technique for performing high throws due to the constant fear of hitting the apparatus against the ceiling, lack of movement on the carpet, for which the gymnast receives a deduction, disorientation on a large carpet etc. In the process of long-term observations of amateur gymnast's training process in Graal rhythmic gymnastics sport club it was revealed that newcomers of recent years, who have started their trainings in a big gym (which Graal rented in 2020) at the very beginning, much faster master the technique of performing high throws, than those gymnasts, who start trainings in small gyms and who are still experiencing difficulties, as they have to retrain. In addition, the absence of a large gym can lead to an outflow of such a group of athletes as ex-professional gymnasts, who often do not see any point in such trainings.

4. Frequent lack of understanding among the leaders of organisations of well-managed goals of existence of rhythmic gymnastics for amateurs.

Rhythmic gymnastics for amateurs is a completely new direction of sporting activities, so not all leaders and coaches understand its essence and the goals that they face during the training process. In very deed, there are a lot of athletes in clubs who attend classes in order only to improve their health and have a varied pastime. The presence of such athletes in clubs is only encouraged. However, it should be noted that rhythmic gymnastics for amateurs should be developed as sport, which supposes, at the voluntary request of athletes, participation in competitions and other events. As the data of the questioning mentioned above and ten years of experience show that most athletes start training in order to achieve certain results. The learning of the elements of rhythmic gymnastics and in particular the apparatus turns out to be futureless for many, if it is not possible to apply the acquired knowledge and skills in practice in the future. Moreover, there are athletes, who think that for maintaining good physical shape rhythmic gymnastics is too difficult, and choose for themselves something more familiar to them (for example, stretching). Competitions add emotional richness to the training process and motivates athletes to achieve. The listed features need to be known to coaches who are planning open an amateur rhythmic gymnastics club.

4 Conclusions

We can make a conclusion that thanks to the development of amateur rhythmic gymnastics indicators of the physical culture and sports development in the Russian Federation as a whole and in Saint-Petersburg, in particular, may improve. Amateur sport allows not only to improve physical shape, but also gets an opportunity for the athletes to participate in competitions, what makes it emotionally rich. This is a great alternative to the usual fitness clubs and the opportunity to realise oneself in sport. Moreover, thanks to the development of amateur sport as a whole and of rhythmic gymnastics for amateurs, in particular, the share of the population systematically engaged in physical culture and sports will increase. According to the Strategy 2030, indicators on the level of involvement of young and middle-aged people in the field of physical culture and sports currently comprises 83.9% in the age group from 3 till 29 years and 28.9% in the age group from 30 till 55 years for women and 60 years for men. By 2030, the planned values for this indicator are set at the level of 90% and 70%, respectively. We think that it is necessary to popularise rhythmic gymnastics for amateurs maximally. It is important to attract new athletes. This is supposed to be realised through participation in competitions, gala shows, various kinds of sporting events. Moreover, it is important to improve content on the Internet. It is important to inform the intended audience about this sport. The most promising is the placement of relevant content in such social networks as, for example, Vkontakte. Certainly, it is

important to improve the training conditions, as well as the material and technical resources. Conducting trainings in gyms that meet the requirements of rhythmic gymnastics will not only attract new athletes, but also increase the loyalty of existing ones.

5 Acknowledgements

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