

**Theme of qualifying work:** Improvement of leisure and recreation of students as the field of the implementation of socio-cultural activities (on the basis of, PSU).

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**Data on the contracting authority:** PSU

Relevance of the research topic. Actualizes the problem of preserving and strengthening of health and promotion of healthy lifestyle in educational institutions during the implementation of socio-cultural activities in the aspect of the organization of leisure and recreation of the students.

The purpose of work - on the basis of generalization of the theoretical and practical aspects of recreative leisure of the students as the field of the implementation of socio-cultural activities, to develop recommendations to improve it. (on the basis of, PSU).

**Tasks:**

- To clarify the concept of "socio-cultural activities", to reveal its principles and areas of implementation;
- Define the basic characteristics of students as the subject of recreative leisure and recreation;
- To reveal the substantial bases of recreative leisure and recreation of students, its legislative support;
- Explore the modern system of representations of students about the importance of recreative leisure and recreation;
- To identify the attitudes and preferences of students to recreative wellness-leisure;
- An analysis of the organization practices in «PSU» recreative leisure and recreation of students;

- Develop a set of cultural and entertainment recreational programs to expand forms of leisure of students, resting in the educational and recreational and fitness center «Damhurz»

**The hypothesis of the research:** recreative activities as an instrument preserving and strengthening the health of students will be successful if:

- The essential characteristics of of recreative leisure and recreation of students as the scope of the implementation of socio-cultural activities will be identified;
- Based on the analysis of the potential socio-cultural activities of the educational institution in the formation of valuable attitude to a healthy lifestyle of students leisure program students will be offered, the implementation of which will contribute to the preservation and strengthening of health.

**Scientific novelty of the research is determined by the fact that in the work:**

- The essential characteristics of social and cultural activities of modern organizations were Identified, including the concept and principles, the scope of the implementation of socio-cultural activities, the main structural components, organizational forms and means of cultural and leisure activities, the criteria of its efficiency, the terms of implementation;
- Physical culture and sport are identified as the most important area of the implementation of socio-cultural activities in modern conditions;
- Set the basic characteristics of students as the subject of of recreative leisure.
- Substantial bases of of recreative leisure and recreation of students, its legislative support were revealed;
- Representations and preferences of students regarding of recreative leisure were Studied, as well as the practice of its organization in PSLU;
- Developed original, multidirectional recreative programs which have a significant potential to expand the forms of leisure of students, resting in the educational and recreational center «Damhurz».

**Theoretical and practical significance of the study results.** The theoretical importance of work is to identify the characteristics of recreative leisure and recreation of students as the area of the implementation of socio-cultural activities.

On the basis of this analysis and the preferences of the students recreative wellness-leisure of his organization at the university in the formation of valuable attitude to a healthy lifestyle of students developed a comprehensive program of organization recreative leisure and recreation of students, the implementation of which will contribute to the preservation and strengthening of health.

**Results of research.** The PSU has successfully carried out sports and recreation activities. It is currently represented by several directions: sport area, recreation, sports and mass. Of great importance in the formation of the students' healthy life style in the process of social and cultural support of the university has Damhurz.

Recommendation. The results of the research are the data of the survey to identify the representations of students about the importance of recreative leisure and recreation, and the basis of which the organization has developed programs and recreation recreative leisure PSU student youth.