

DEVELOPMENT SITUATION OF SPORTS SERVICES MANAGEMENT IN UZBEKISTAN

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ARTICLE INFO.

Keywords:

Physical education and sports, sports services, sports management, sports management research, management strategy.

Annotation

In the article, the role of sports management and its improvement in the formation of a competitive environment in the service of sports sectors, in the further study of the demand for sports services, in the development of an innovative activity in sports organizations and an effective management system of the service market, as well as in the development.

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Sports management is a constant search for opportunities to comprehensively solve direct and indirect issues in the field in a changing and unpredictable environment. In sports, the unpredictability of results adds to its appeal. Emphasizing that the field of physical education and sports will be in the constant attention of the country's leadership, the serious changes that have occurred in all aspects of human activity in the last three years will drastically change the situation in the field of physical education and sports, instead of outdated and unresponsive management methods, the leader will take into account international experiences.

Requires the application of advanced methods and models of sports management in sports countries. The President of our country, Sh.M. Mirziyoev, in his speech at the joint meeting of the Legislative Chamber and Senate of the Oliy Majlis of the Republic of Uzbekistan, said, "In order to effectively organize the activities of network and regional leaders, it is important to move to a modern management system. Leaders of ministries and sectors need to change their working methods and learn to take responsibility. "The main criterion for evaluating the work of leaders should be the promotion of new ideas and initiatives on decisions aimed at improving the life of the population and solving problems that negatively affect the quality of public well-being".

In the Decree of the President of the Republic of Uzbekistan on the development of sports dated February 7, 2017 PD-4947 "Strategy of actions on the five priority areas of development of the Republic of Uzbekistan in 2017-2021", Decree of the President of the Republic of Uzbekistan dated June 3, 2017 PP-3031 "Physical training and mass sports further In the Resolution No. PQ-3057 of June 15, 2017 "On measures for the further development of horse breeding and horse sports in the Republic of Uzbekistan", PD-5368 of March 5, 2018 of the President of the Republic of Uzbekistan "Physical education and Decree PD-5924 of January 24, 2020 "On measures to further improve and popularize physical education and sports in the Republic of Uzbekistan", as well as 2019 of the Cabinet of Ministers of the Republic of Uzbekistan On February 13, No. 118 Resolution of the tasks defined in the decision "Concept of development of physical education and mass sports in the Republic of Uzbekistan

in the period of 2019-2023" is emphasized.

In particular, the decree of the president of the Republic of Uzbekistan "on measures to radically improve the system of Public Administration in the field of physical education and sports" dated March 5, 2018 PD-5368 indicated a number of problems in the system of physical education and sports management, namely:

- the absence of an effective integrated system of physical education and sports;
- the concept of the medium and long-term prospects for the development of physical culture and sports has not been developed in our country, setting specific tasks and target indicators in the field of both public sports and higher sports achievements;
- the low level of interaction with the non-governmental sector to create a modern material technical base and infrastructure of sports in the conditions;
- the current system of training, re-training and professional development of sports personnel, especially management personnel, does not have the opportunity, qualified specialists in the field of physical education and sports management.

Based on this, when analyzing the results of sports activities in Uzbekistan, some trends are clearly visible:

- ✓ The activity of coordination of the development of physical culture and sports is not at the required level. Consequently, the level of coverage of world sports arenas is low;
- ✓ professional competitions lack economic and sports models;
- ✓ lack of sources of independent earning;
- ✓ lack of fans who want independent.

The analysis shows that this situation in the sports sector market of Uzbekistan was caused, first of all, by the lack of formation of an effective competitive environment in the sports services market, the lack of the necessary basis for the targeted marketing strategy in public-private cooperation, the absence of an association of trainers, players, judges and other sports organizations, the development.

An important role in the development of the social sphere and its integral part in our country is played by the sports industry, which is being formed together with modern enterprises and organizations that meet world standards. When talking about the economic efficiency of organizations for the provision of physical education and sports services, it is advisable to give an assessment of their importance in increasing the standard of living and the health-improving environment of the population. In this regard, looking at the results of activities in the field of sports in Uzbekistan, we can witness that the following trend, that is, the low level of coverage of the arenas of domestic and world sports, the lack of sports and economic models in professional sports, the stages of development of management and marketing and the lack of perfect development of

The analysis shows that this situation in the market of the sports sphere of Uzbekistan arose, first of all, due to the incomplete formation of an effective competitive environment, the lack of the necessary basis for the targeted management strategy in the common of public and private property, the lack of economic foundations for the development of a system of coordination and regulation of sports management helps to make management decisions in organizations, further strengthen the brand in the market, search for sources of independent income, increase the efficiency of advertising activities, take a special approach to customers, develop competitive sports products, bring them not only to the domestic consumer market, but also to the consumer markets.

Today, in economically developed countries, physical education and sports not only become a means of strengthening the health of the nation and introducing the country to the whole world, but also have

become a significant beneficiary sector of the economy and, alternatively, the sports industry. The modern sports industry is a "living" and multifaceted organism, creating a wide range of opportunities for the implementation of various plans, including entrepreneurial activities. The existing serious competition for the time and funds of customers requires competent marketing thinking from sports managers, which makes it possible to objectively assess the complex multi-factor market and social environment, set strategic goals, choose strategies, and develop effective means of their implementation.

As a result of this, the previous vision of marketing is changing dramatically, its capabilities are expanding – new extrarases and channels for the sale of products, communications and products are emerging. Despite the fact that most of the management processes are performed on computers, the development of business ideology, the choice of directions, goals and strategies still remain in the human "hand". To do this, it is necessary to create an innovative model aimed at ensuring the financial independence of sports organizations associated with the development of mass sports in the regions of our country and creating appropriate conditions, to identify corporate targeted marketing strategies based on the methodology for assessing the development of the physical education and sports sphere, to develop an innovative methodology for, to ensure competitiveness in the world market, it is necessary to scientifically substantiate the targeted strategic concept of sports marketing for the development of physical education and sports, as well as to develop innovative methods. The above data show that in our country, too, the role of sports management and its improvement will be of paramount importance for sports to reach the level of industry. This is the system of implementation of the development model of sports management in the field of physical education and sports in Uzbekistan, created below, will be the basis for the comprehensive solution of existing problems.

Physical education and sports are the sphere of specific services of human activity. Therefore, it is necessary to study "human capital" in the scientific justification of the technology for the development of sports management strategies. This economic category is also characteristic of other areas of human activity. But in the field of physical education and sports, this indicator, that is, the level of training of coaches and athletes, physical training of an athlete, zinc, social and other indicators, the experience of their participation in major competitions, etc., will become an important profession.

In order to positively solve these problems in the development of sports organizations of our country, the formation of a strategic management concept and innovation mechanism for the full formation and development of the services market in the field of physical education and sports within the framework of sports management to find solutions to the following pressing issues:

1. To make sports management decisions in sports organizations;
2. To further strengthen the brand in the market and increase its recognition;
3. To search for sources of independent earnings;
4. To increase the effectiveness of advertising activities;
5. To implement a separate approach to customers;
6. To improve the image of sports organizations and the production of competitive sports products, to bring them not only to the domestic consumer market, but also to foreign markets, to create the basis necessary for a sports management strategy in the common of public and private property, to the formation of an association of coaches, athletes, judges and other subjects of sports organizations, , allows you to develop an economic framework for the development of a healthy lifestyle, as well as a system of coordination and regulation of activities in the field of sports.

Establishment of an innovative model aimed at ensuring the financial independence of sports organizations associated with the development of mass sports by regions of the Republic and creating appropriate conditions, identification of corporate-purpose sports management strategies based on the

methodology for assessing the development of the physical education and sports sphere, the development of an innovative methodology for determining the demand for young talented athletes and the creation of an economic template for meeting the demand for sports services, and the scientifically based development of a strategic concept of sports management for the development of physical education and sports in order to ensure competitiveness in the markets of the world functional tasks.

Against this background, it should be noted that some of the most important aspects of modern sports management and the activities of sports organizations and enterprises within the framework of the system of market relations (for example, work with enthusiasts, licensing, marketing of sports facilities) are also reflected in this. The above – mentioned approaches to sports management, in accordance with the formed institutions, formalize the sports industry according to the organizational principle-school, students, professional, amateur, recreational sports, etc. Such a technique contributes to the social description of the relationship between sports subjects and the view of the sports industry as a single complex, as well as the effective application of sports management strategies and tools. This ultimately leads to a more serious and broader understanding of sports management.

The analysis shows: systemic problems in the field of physical education and sports that is, the low interest of fans in the development of the sports sphere in our country, the lack of high-level players for national teams, the lack of an economic model and understanding in the development of professional sports, the lack of income from the agreement on the right.

The most important fundamental issue in management is optimal decision-making, which consists in the synthesis of various constituent (components) of sports management. From a large number of different decisions, it is important to distinguish management decisions, which are manifested, in particular, as a program of activities of a physical education and sports organization. In the field of sports, management decisions are used as procedures for searching and analyzing the necessary information (information) and setting, agreeing, approving and implementing goals and objectives. Management decisions as a product of management activities are reflected in law, decrees, matriculation, plans and other documents.

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