

Scientific Basis of the Concept of Strategic Marketing for the Development of Physical Training and Sports in Uzbekistan

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Abstract--- This article is devoted to the formation and scientific substantiation of the strategic marketing concept of the development of physical culture and sports. At the same time, the main directions of advertising activities of sports organizations are listed.

Keywords--- Infrastructure, Sports Industry, Sports Service, Sports Marketing, Marketing Concept, Marketing Strategy, Professional Sports, Advertising, Advertising Activities, Marketing Evaluation, Innovation.

I. INTRODUCTION

The sports industry, which is being formed together with modern enterprises and organizations that meet world standards, plays an important role in the development of the social sphere and physical culture and sports, which are an integral part of our country. When talking about the economic efficiency of organizations providing physical culture and sports services, it is expedient to assess their role in improving the living standards and health of the population. Scientific substantiation and optimization (improvement) of the technology of development of the target marketing strategy in the organizations of rendering of physical culture and sports services is an important topical issue.

March 5, 2018 in the Decree of the President of the Republic of Uzbekistan No PD-5368 “On measures to radically improve the system of public administration in the field of physical culture and sports”:

- First, the lack of an effective integrated system of physical culture and sports management, especially in the field, does not provide adequate coordination of government agencies and other organizations in this area, the promotion and promotion of healthy lifestyles;
- Secondly, the country has not developed a concept for the development of physical culture and sports in the medium and long term, defining specific tasks and targets in the field of both mass sports and higher sports achievements;
- Thirdly, the production of quality local sports equipment and inventory that meets international standards has not been established, nor has an effective mechanism to support such production been envisaged.

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II. THE MAIN FINDINGS AND RESULTS

Today, in economically developed countries, physical culture and sports have become not only a means of strengthening the health of the nation and promoting the country to the world, but also a significant profitable sector of the economy, as well as the sports industry.

In developed countries, for example, professional sports have shifted revenue from radio broadcasts, particularly advertising and television. Currently, clubs in 4 major sports in the U.S. (NLB (Baseball), NBA (Basketball), NFL (American Football), NHL (Hockey)) operate on the basis of revenue streams from local and national broadcasting rights. This is shown in Table 1 below.

Table 1

Type of Sports	Years	The name of the TV	Amount (\$ billion)	Average annual share of each team (\$ million)
NLB(Baseball)	2006-2013	ESPN;Fox; TBS	4.87	23.8
NBA(Basketball)	2009-2016	ABC/ESPN; TNT	7.44	31.0
NFL(American Football)	2006-2013	ESPN; CBS; Fox; NBC; DirecTV	46.2	184.4
NHL(Hockey)	2011-2021	NBC; Comcast; VERSUS; CBC	2.2	7.8

Source: Michael A. Leeds, Peter von Allmen “The Economics of Sports” – p. 73.

On September 13, 2017, the Sport (/ News / Categori / Sport) website announced the amount of money spent on national championships during the summer transfers. This is stated in the official report of FIFA. According to the Transfer Matching System (TMS), the first place was taken by the teams of the English Premier League. District Albion officials spent a total of \$ 1.4 billion (€ 1.1 billion) on summer transfers. At the same time, 17 clubs earned more than \$ 20 million. In terms of the amount of money spent by national championships during the summer transfers, the Spanish championship is in the 2nd place after England, the French championship is in the 3rd place, Germany and Italy are in the 4th-5th place, Russia is in the 6th place and Turkey is in the 7th place. In total, from June 1 to September 1, 2017, 7590 international transfer trades were observed. The money spent totaled \$ 4.71 billion (3.9 billion euros).

The above data show that the role of physical culture and sports marketing and its improvement are important for the industrialization of sports in our country.

The sports industry, with its status as a global system of economic, political, social and technological relations capable of influencing changes in our lives in the 21st century, attracts the material, financial, information and human resources needed to create a unique passionate environment for people and a healthy lifestyle. Billions of dollars spent on the Olympics and the World Cup, giant sums of transfer deals and sponsorship deals are “neighborhoods” with mass running and running, football, fitness, swimming and other sports and helping sports veterans. Sport has already become an international cultural and social event, embodying patriotism, achievement and glory. It has also emerged as a significant sector of the economy that is developing at a high rate from year to

year. In order to operate successfully in the sports industry, which today is recognized as a giant system, it is very important to have a clear idea of all its elements and their interrelationships. There are several perspectives on the economic aspects of relationships in sports. Of these, the following is noteworthy - the economic aspect of the relationship in sports consists of two independent and interconnected systems - **the sports network and the sports industry.**

The sports network includes the competent authorities of the executive branch, physical culture and sports organizations, educational institutions, scientific organizations, athletes, sports teams and others. The subjects of the sports network are usually not engaged in for-profit business and commercial activities.

The sports industry is an inter-sectoral sector of the economy (both international and national), in which the main product of the sports industry is the formation of stable economic relations between the main actors engaged in entrepreneurial activities in the production, promotion and consumption processes associated with sports events. The structure of the sports industry includes the sports network, professional leagues, sports agencies, specialized mass media, sports and fitness clubs, as well as sports-related business systems. In some sources, we come across the concept of "sports business industry". Its main segments are: sports system; sports goods and equipment; recreational sports; amateur and professional sports, school and student sports; outdoor sports; sports sponsorship and sports governing bodies.

But the most popular concept is the "sports industry". There are two views on its content. In the narrow sense, the sports industry is understood only as a market for sports goods, but recently the sports industry has become more widely considered and includes a number of components: school sports, student sports, sports management, international sports, professional sports, sports marketing, media relations, event management, sports facility management, education, sports commissions, legal aspects, fitness, recreation, sports goods and communications.

Today, the problem of developing mass sports, promoting and ensuring a healthy lifestyle of the population, the formation of a healthy competitive environment in the market of sports services is urgent. Therefore, research work related to the goals and objectives set in the issues aimed at their solutions is being studied, relevant (data) information is being collected and analyzed. However, it remains one of the main directions of scientific research on the scientific substantiation of the concept of strategic marketing for the development of physical culture and sports in Uzbekistan. In developing a targeted strategic concept of sports marketing, it is aimed at the end consumer - to focus all efforts on creating values that are valuable to the consumer in all aspects of service and production, to understand and anticipate his needs, to focus on the intermediary customer - mediator sports not to look at firms as intermediaries, but to look at them as their regular customers, i.e. to take into account their specific needs, to act, to compete Focus on competitors - to strengthen their position at the expense of competitors' weaknesses, anticipate their strategies and respond immediately to their actions, cross-functional coordination - dissemination of information on sports marketing within the organization, functional integration in strategy formulation and "views" of various departments and the use of "knowledge" (marketing department only), environmental monitoring - alternative (alternative) technologies, social regular analysis of changes and legal documents.

Looking at the results of sports in Uzbekistan, we see the following trend:

1. The low level of coverage of the national and world sports arenas due to the lack of coordination of physical culture and sports development.
2. **Lack of sports-economic models** in professional sports, stages of development of marketing and incomplete development of a **targeted strategic concept of marketing in the management** of sports organizations in the context of ensuring their adaptation to the external environment.

The analysis shows that this situation in the sports market in Uzbekistan is primarily due to the incomplete formation of an effective competitive environment, the lack of a framework for targeted marketing strategies in public-private partnerships, the lack of economic framework for coordination and regulation of sports.

The Decree of the President of the Republic of Uzbekistan on the development of sports dated February 7, 2017 No PD-4947 “Strategy of actions on five priority areas of development of the Republic of Uzbekistan in 2017-2021” “Resolution of the President of the Republic of Uzbekistan No. PD-5368 of March 5, 2018”, “On measures to develop the system of public administration in the field of physical culture and sports”, “Remedial Measures Decree of the Cabinet of Ministers of the Republic of Uzbekistan “On February 13, 2019 No. 118” during the years 2019-2023 in the Republic of Uzbekistan “On the Concept of development of mass sports and physical education” pointed to the decision of tasks.

Sports marketing helps organizations to make management decisions, further strengthen the brand in the market, seek independent sources of income, increase the effectiveness of advertising, take a special approach to customers, produce competitive sports products, export them not only to domestic but also foreign markets..

To positively address the problems associated with the development of sports organizations in our country, it is necessary to create an innovative mechanism of the strategic marketing concept and the creation of an electronic platform for the full formation and development of the market of services in physical culture and sports. This mechanism:

- To make marketing management decisions in sports organizations;
- To further strengthen the brand in the market and increase its popularity;
- Search for independent sources of income;
- Increase the effectiveness of advertising activities;
- To take a special approach to customers;
- Improve the image of sports organizations;
- Production of competitive sports products, their export not only to the domestic consumer market, but also to foreign markets;
- To create the necessary basis for sports marketing strategy in public-private partnership (joint venture);
- The formation of associations of coaches, athletes, referees and other sports organizations;
- To find solutions to current issues related to the development of the economic framework for the development of a system of coordination and regulation of activities in the field of mass sports, sports business, healthy lifestyles and sports, the sale and purchase of fans, sponsors, athletes.

At the same time, marketing is a universal system of enterprise management in market conditions. There is a growing need for its services in areas where economic exchange relations (free choice and competition, supply and demand) exist.

But marketing has already transcended the boundaries of economics and is widely used in politics, sociology, personal life and other fields. Therefore, it is not surprising that it is also an integral part of sports, a way to earn money through the sale of goods, services and information, and the promotion of social values (healthy lifestyle, physical activity, respect, patriotism, honesty, mutual aid and friendship) became a tool.

Marketing is also used by professional and amateur leagues and clubs, sports palaces and stadiums, bookmakers and sports agents, children and youth sports schools and sponsors. So, modern sports marketing have become a definite platform for gaining new experience and gaining its own sporting character. This complex and multifaceted environment is reflected in the sports industry.

Particular attention is paid to the creation of a brand or product of sports enterprises in the creation of an innovative mechanism of the strategic marketing concept for the full formation and development of the market of services in the field of physical culture and sports in Uzbekistan. It is recommended to use the "Brand Attribute Model". This "Brand Attribute Model" was developed by the authors. This model covers eight components - functional essence, name of identity, standards, value - values, associations, history, monetization and capitalization. They not only help create a sports brand from scratch, but also help diagnose and improve an existing brand. The CROC model (C - content; R - resources; O - organization; C - communications) helps to determine the content of the key aspects of decision-making and assessment of employee competence in the framework of strategic marketing. That is, the practical solutions to the proposed problem are:

1. To create an innovative model aimed at ensuring the financial independence of sports organizations and the creation of appropriate conditions for the development of mass sports in the regions;
2. To make a marketing assessment of the mental (psychological) training of coaches and athletes, their propensity for success in sports and the number of years (cycles) of athletes to show high results;
3. To determine corporate targeted marketing strategies on the basis of the methodology for assessing the development of physical culture and sports in the country;
4. To recommend the use of "Innovative model of brand attributes" in the creation of a brand of products of sports enterprises;
5. The basis for the creation of an electronic platform of the textbook "Physical Education and Sports Marketing" on the basis of the development of "Innovative model of functional analysis of the sports market" for the analysis of the market of sports services and products.

For example, experiments are performed on athletes with very low results compared to other athletes. However, in international competitions, they compete with famous athletes. In developed countries, this issue is scientifically based. Sports marketing should assess issues related to the mental training of coaches and athletes, their propensity for success in sports, the careers (cycles) of athletes, the number of years an athlete can perform well. This requires

modern marketing research laboratories and mature professionals who can work on the basis of modern innovative technologies.

We know that sports clubs and sports teams are proponents of a customer-oriented marketing style. Of course, it is more convenient to supply products to the market that are likely to be purchased. Even then, the risk of failure is high, because: firstly, there is competition in the market in which the product reaches, and secondly, the product produced by the enterprise must be constantly improved. In this case, another question arises: in what direction is it expedient to implement product improvement?

Sports businesses and organizations that want to take advantage of this type of customer-centric marketing need to know what consumers are buying. It is not what is being sold or what can be sold in the market, but exactly what certain consumers need to know. It is also advisable to get information about the requests and needs of consumers, to meet with customers face to face, to get acquainted with the fact that each of them is a unique person, their characteristics, behavior and habits. Only in this way is it possible to know well about the needs of the consumer and to deliver to the market the product that his needs are felt at the same time. That is why sportswear companies regularly conduct surveys of athletes and coaches on how they want to see this or that product, as well as what their needs and desires are.

At the same time, the innovative mechanism of this marketing concept and its electronic platform provide practical assistance to those seeking change and development in creating "successful" sports products (services) that meet the needs of customers based on emotions and desires, perfection, communication and social sphere. The proposed decision-making models can be quickly adapted to a specific situation on the basis of ready-made instructions on the creation of a marketing system and the establishment of partnerships in sports organizations and enterprises.

III. CONCLUSION

The scientifically based strategic concept of sports marketing is to make marketing management decisions in sports organizations, to further strengthen the brand in the market and increase its recognition, to search for independent sources of income, to determine the effectiveness of advertising, to take a special approach to customers, to improve the image of sports organizations. production, their export not only to the domestic consumer market, but also to foreign markets, in public-private partnership s creating the necessary basis for port marketing strategy, the formation of associations of coaches, players, referees and other sports entities, the sale and purchase of fans, sponsors, athletes, the system of coordination and regulation of mass sports, sports business, healthy lifestyles and sports will be the basis for the development of the economic basis of development.

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