

The Creation of A Model of Development of Sports Management in Improving the Physical Training and Sports Management System in Uzbekistan

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***Abstract**---* This article is devoted to the application of advanced methods and standards of physical education and sports management. Based on the goals and objectives of the research, it reflects the model of development of sports management in Uzbekistan in the field of physical culture and sports as an integrated system, the optimal management decisions in physical culture and sports organizations and the content of strategic management models.

***Keywords**---* Management, Event Management, Marketing, Benchmarking, Marketing Research, Sports Managers, Coaches, Technologists, Management Strategy, Human Capital, Management Concept, Innovation Mechanism, Model, Strategic Concept, Management Decisions, Symbiosis, Management Model.

I. INTRODUCTION

Relevance of the topic. In his speeches at the joint session of the Legislative Chamber and the Senate of the Oliy Majlis of the Republic of Uzbekistan, President Mirziyoev said, "It is important to move to a modern management system for the effective organization of the activities of heads of sectors and regions. Heads of ministries and departments 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 to improve the lives of the population and address issues that negatively affect the quality of welfare. Sports management is the constant search for opportunities to comprehensively address direct and indirect issues in the field in a changing and unpredictable environment. **In sports, the unpredictability of results increases its attractiveness.**

Emphasizing that physical culture and sports will be in the constant focus of the country's leadership, the significant changes that have taken place in all spheres of human activity over the past three years have led to a drastic change in the situation in physical culture and sports instead of outdated and outdated management practices; **requires the application of advanced methods and standards of sports management in sports countries.** To

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this end, it is necessary to send sports managers for at least 6 months to improve their skills in leading countries in the field of sports.

II. THE MAIN FINDINGS AND RESULTS

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.

In this regard, looking at the results of sports in Uzbekistan, the following trends, the lack of coordination of activities related to the development of physical culture and sports, low coverage of domestic and world sports arenas, lack of sports and economic models in professional sports, management and sp. in the management of sports organizations in the context of the stages of development of marketing and their adaptation to the external environment we can witness that the concept of anal management is not perfectly developed. 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 management strategies in public-private partnership, the lack of economic bases for coordination and regulation of sports. Sports management helps organizations to make management decisions, strengthen the brand in the market, search for independent sources of income, increase the effectiveness of advertising, take a special approach to customers, produce competitive sports products, and export them not only to domestic but also to foreign markets.

The Decree of the President of the Republic of Uzbekistan on the development of sports dated February 7, 2017 No PF 4947 “Strategy of actions on five priority areas of development of the Republic of Uzbekistan in 2017-2021” In the Resolution “On development measures”, dated June 15, 2017 “On measures for further development of horse breeding and equestrian sports in the Republic of Uzbekistan”, Resolution No. PQ-3057 of March 5, 2018, Decree of the President of the Republic of Uzbekistan No. PF-5368 “On measures to radically improve the system of public administration in the field of physical culture and sports”, January 24, 2020 on measures for improvement and popularization”, Decree No. PF-5924 and the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated February 13, 2019 No. 118 “On the Concept of Development of Physical Culture and Mass Sports in the Republic of Uzbekistan for 2019-2023” address the tasks.

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 lucrative sector of the economy, as well as the sports industry.**

The modern sports industry is an “**alive**” and multifaceted organism, creating a wide range of opportunities for the implementation of various large-scale plans, including entrepreneurial activities. The fierce competition available for customers’ time and resources requires competent marketing thinking from sports managers, which allows for an objective assessment of a complex multi-factor market and social environment, setting strategic goals, choosing strategies and developing effective tools to implement them.

Nowadays, economic processes and social relations are experiencing information very rapidly and globally. As a result, previous perceptions of marketing are changing dramatically, its possibilities are expanding - new needs and products, communications and product sales channels are emerging. Despite the fact that most management processes are performed on computers, the development of business ideology, the choice of directions, goals and strategies is still in the hands of man.

To this end, the creation of 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 of the country, the definition of corporate-targeted marketing strategies based on the methodology for assessing the development of physical culture and sports; development and creation of an economic model to meet the demand for sports, competitive in the world market To ensure this, it is necessary to scientifically substantiate the targeted strategic concept of sports marketing and the development of innovative methods for the development of physical culture and sports.

The above data show that it is important to increase and improve the role of sports management in our country to bring sports to the level of industry. The implementation of the “**Model of development of sports management in the field of physical culture and sports in Uzbekistan**” will be the basis for a comprehensive solution to existing problems.

The large-scale socio-economic reforms being carried out in our country are creating opportunities for the development of physical culture and sports. However, systemic problems in the field of physical culture and sports, such as low interest of fans in the development of sports in our country, lack of high-level players for national teams, lack of economic model and understanding in the development of professional sports, lack of income from the agreement on broadcasting (TV) registration and accounting of athletes' activities, including the national integrated information system of sports Establishment of systems for monitoring and evaluation of sports results through the information systems “**Skm-sportsmen**”, “**Skm-trainer**” to provide a database of coaches and “**Skm-sportinshoot**” to ensure the certification of physical culture and sports facilities of the republic; in turn, requires the formation of a system of sports management in various areas of physical culture and sports.

Physical education and sports are specific areas of human activity. Therefore, the study of “**Human Capital**” is very important in the scientific substantiation of the technology of sports strategy development. This economic category also applies to other areas of human activity. However, in the field of physical culture and sports, this indicator, the level of training of coaches and athletes, the physical, mental, social and other indicators of the athlete, their experience in major competitions, etc. are important.

In order to positively address these issues in the development of sports organizations of our country, the formation of a strategic management concept and innovative mechanism for the full formation and development of the market of services in the field of physical culture and sports within sports management allows finding solutions to the following issues:

1. Making optimal management decisions in sports organizations;
2. To further strengthen the brand in the market and increase its popularity;

3. Search for independent sources of income;
4. Increasing the effectiveness of advertising activities;
5. Implement a special approach to customers;
6. Improving the image of sports organizations and the production of competitive sports products, their introduction not only to the domestic consumer market but also to foreign markets, creating the necessary basis for public-private partnership sports management strategy, the Association of Coaches, Athletes, Referees and other sports organizations Coordination and regulation of activities in the field of formation, sale and purchase of fans, sponsors, athletes, mass sports, sports business, healthy lifestyles and sports Set the development of the foundations of the economic development of the system.

Creation of an innovative model aimed at ensuring the financial independence of sports organizations in the regions of the country and creating appropriate conditions for their development, defining corporate targeted sports management strategies based on the methodology for assessing the development of physical culture and sports, identifying demand for talented young athletes developing innovative methodologies and creating an economic model to meet the demand for **sports services h and the functional task of sports managers is to develop a science-based strategic concept of sports management** for the development of physical culture and sports to ensure competitiveness in global markets.

Also, a "Functional Market Analysis Model" for the analysis of the market of sports products will be developed. It helps a certain enterprise to form its position taking into account the specifics of sports marketing. According to it, the market-related functions of sports enterprises are divided into four groups: supplier, manufacturer, distributor and retailer.

It should be noted that the "**Basic model SOVATIC**" (**S** - identification of the marketing entity; **O** - identification of the marketing object; **V** - the formation of a strategic "vision" of the marketing object; **A** - marketing analysis; **T** - goal setting and strategy selection; **I** - marketing tools creation; **S** - organization of marketing control) is the basis of the concept of sports management, because its practical significance is the development of management programs.

This model also reflects the model of the structure of sources of income of sports enterprises. It covers five clusters (**investors, borrowing, support, commercial activities, and sports activities**). It is recommended to use it in strategic "vision" and selection of marketing priorities.

At the same time, this model provides practical assistance to those seeking change and development in the field of sports in the creation of "successful" sports products (services) that meet the needs of customers based on emotions and desires, perfection, communication and social status. The decision-making model for the creation of a system of sports management in sports organizations and enterprises, as well as the establishment of partnerships, plays an important role in a particular situational approach. It should be noted that this reflects the most important aspects of modern sports management, as well as some issues of the activities of sports organizations and enterprises within the system of market relations (for example, work with fans, licensing, and marketing of sports facilities).

The above-mentioned sports management approaches structure the sports industry on an organizational principle in accordance with the **established institutions - school, students, professional, amateur, recreational sports and**

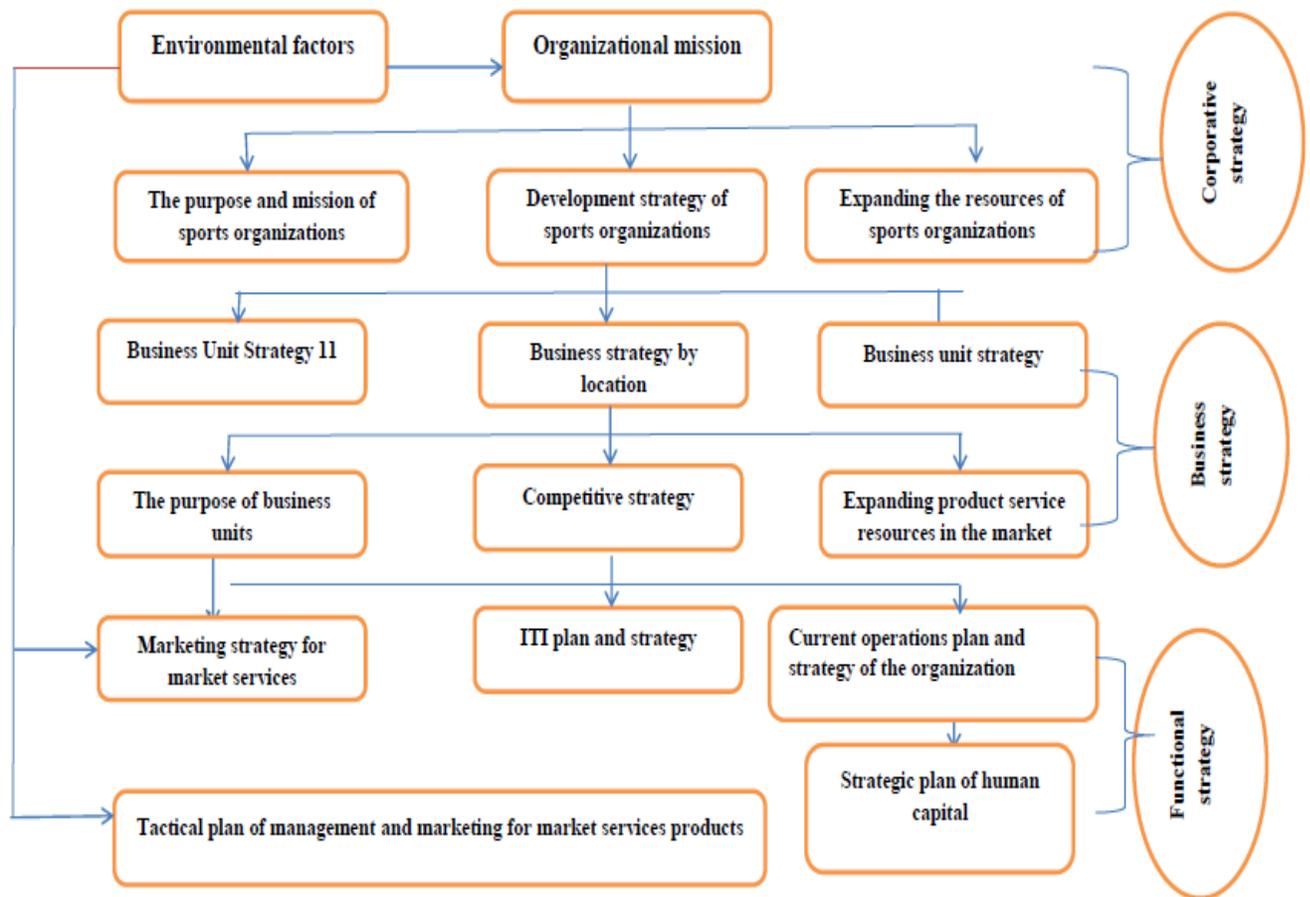
others. This approach contributes to the social characterization of the relationship between sports entities and the view of the sports industry as a single complex, as well as the effective use of sports management strategies and tools. This ultimately leads to a more serious and broader understanding of sports management.

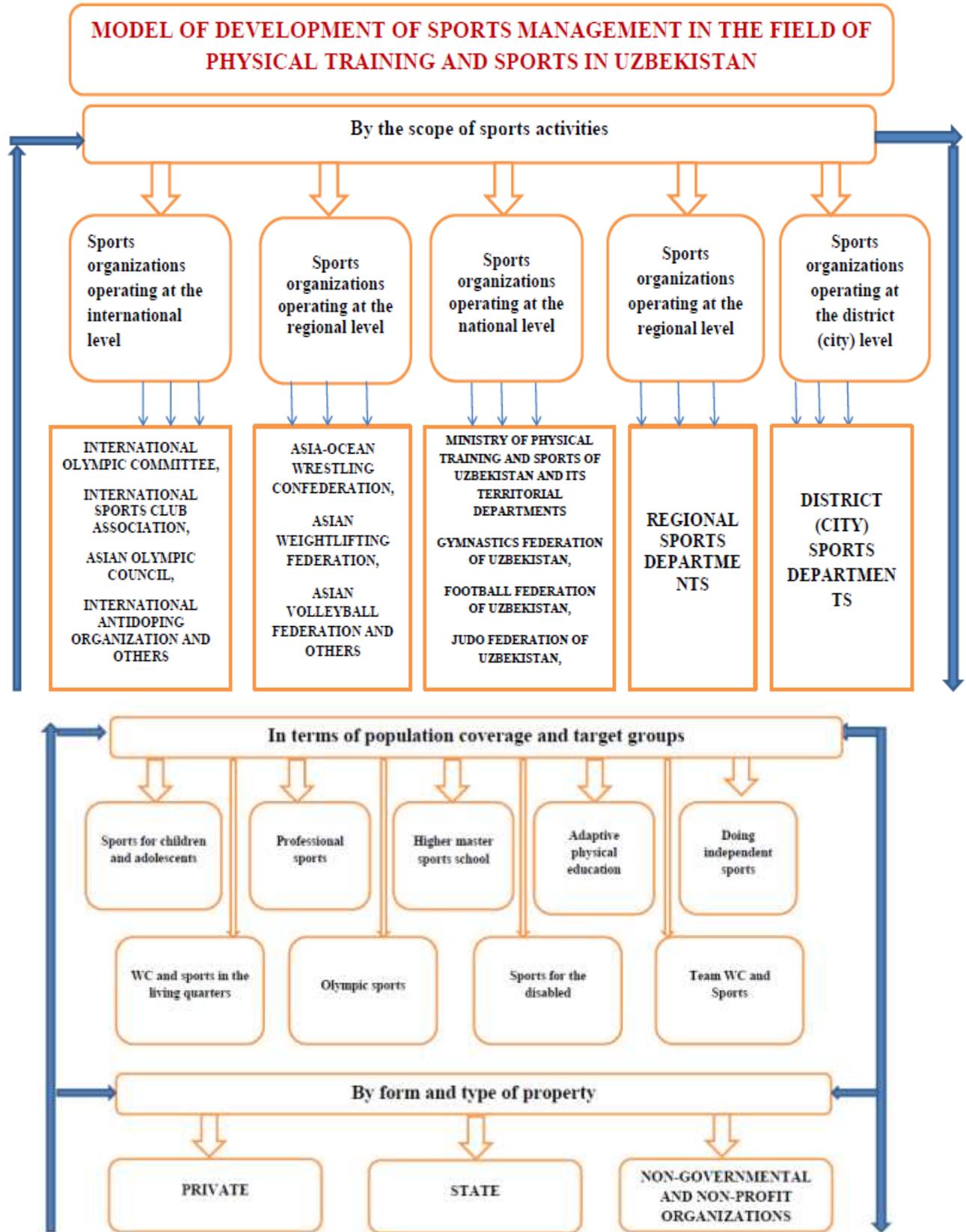
The most important fundamental issue in management is the optimal decision-making, which consists of a synthesis of various components of sports management. Among the many different decisions, it is important to distinguish management decisions, especially those that manifest themselves as a program of activity for a physical education and sports organization. Management decisions are used as procedures for searching and analyzing the necessary information (data) and setting, agreeing, approving and implementing goals and objectives.

Management decisions as a product of management activities are reflected in laws, decrees, orders, plans and other documents.

Management decisions as a process and an event are characterized by aspects of the following scheme:

Management as an integrated system of physical culture and sports management can be applied, first of all, in large organizations, such as the Ministry of Physical Culture and Sports, which has sports educational institutions, sports facilities and other facilities in economic and financial relations. These divisional organizations can be described as a single structure consisting of a number of divisions. It is expedient to formulate a strategic management model in the following form. (**Figure 1**).





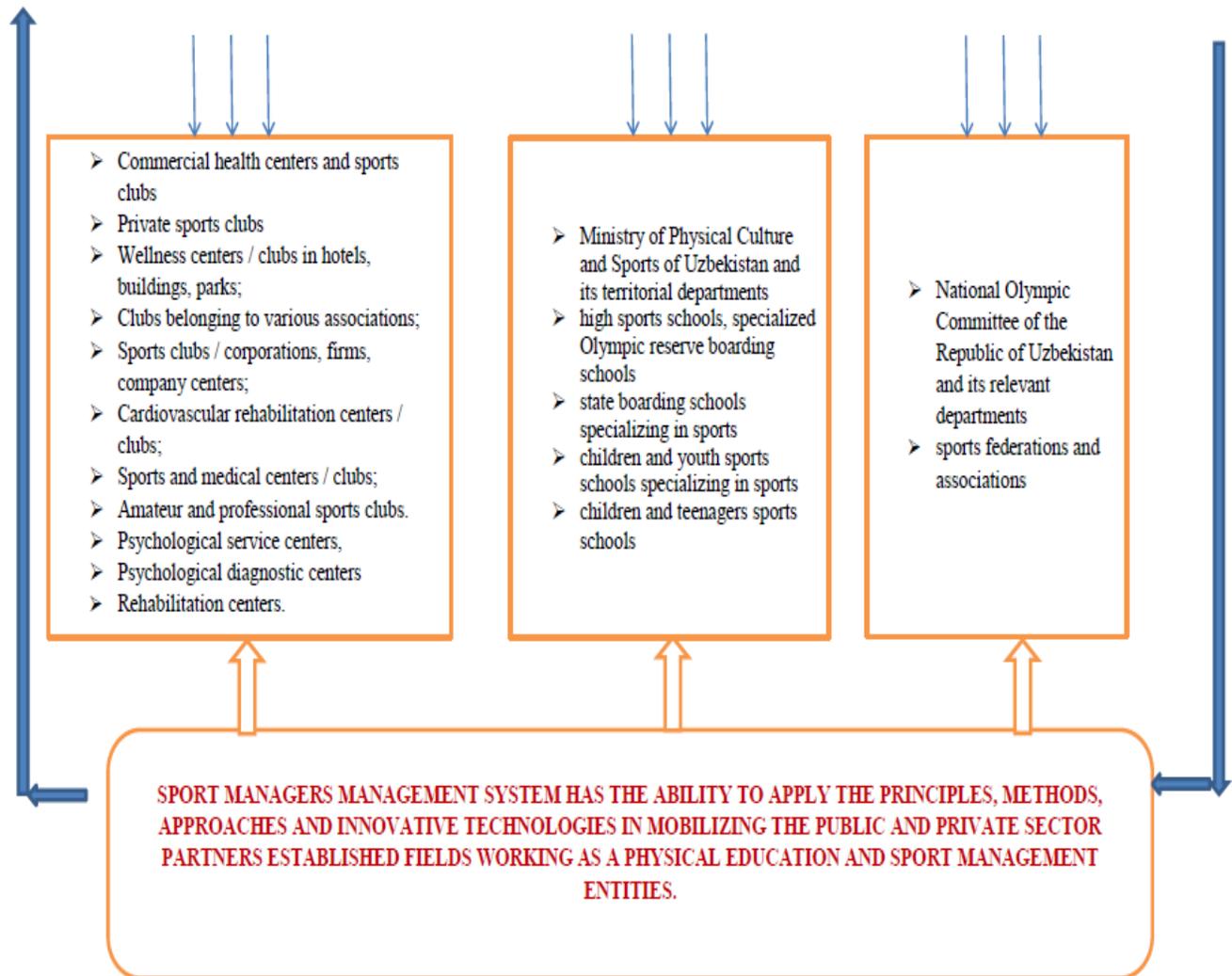


Figure 1: Strategic management model

III. CONCLUSIONS

To conclude, it should be noted that in our country it is important to improve the role of sports management in raising sports to the level of industry. The implementation of the model of development of sports management in the field of physical culture and sports in Uzbekistan will be the basis for a comprehensive solution of existing problems and pressing issues in the field. Its core is the creation of an innovative model aimed at ensuring the financial independence of sports organizations in the regions of the country and the creation of appropriate conditions for their future development, the definition of corporate targeted sports management strategies based on the formation of a methodology for assessing the development of physical culture and sports, development of innovative methods for determining the demand for talented athletes, sports services Create a template to meet the demand for economic and competitiveness in world markets “to ensure the development of physical culture and sports, sports management, strategic concept”.

The proposed model of decision-making on the systematic improvement of sports management in sports organizations and enterprises, as well as the establishment of partnerships, plays an important role in the management of a situational approach. Management is applied as an integrated system in all organizations, enterprises and institutions in the field of physical culture and sports. The proposed strategic management model plays an important role in this. This model covers all aspects of business entities in the field of physical education and sports in the direction of corporate strategy, business strategy and functional strategy.

One of the main results of this study is a model of development of sports management in the field of physical culture and sports in Uzbekistan. This model covers all sports organizations and institutions in the country in terms of the scope of sports activities, coverage of the population and target groups, as well as the form and type of ownership, on the basis of which their activities can be effectively managed by coordinating.

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