

SPORTS MANAGEMENT STRATEGY FOR DEVELOPMENT OF PHYSICAL CULTURE AND MASS SPORT

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Annotation. In modern society, the development of mass sports is one of the primary tasks of the development of the state. In recent years, a positive trend in the development of sports was established. The most important problem in management, which hinders the development of sports, is the discrepancy between management goals and methods of assessing their achievement in the sports management system. Always and everywhere, the main goal of sports is human health. Therefore, the Ministry of Sports and Tourism sets the fundamental goal of the health of the nation and the provision of the citizens of the country with the opportunity to lead a healthy lifestyle.

Key words: strategy, physical culture, mass sport, physical activity, youth's sport

Physical education and sports are, first of all, a way of life, active longevity and disease prevention. They contribute to high working capacity, the formation of moral and volitional qualities, skills of motor activity. In this regard, for a number of years, work has been going on to involve young people in the field of physical culture and sports at all levels. The most important problem in management, which hinders the development of sports, is the discrepancy between management goals and methods of assessing their achievement in the sports management system. Always and everywhere, the main goal of sports in general is human health. Therefore, the Ministry of Sports and Tourism sets the fundamental goal of the health of the nation and the provision of the citizens of the country with the opportunity to lead a healthy lifestyle. In the strategy for the development of sports in Uzbekistan until 2023 noted, that "the first problem was the deterioration of health, physical development and physical fitness of the population" and it is necessary to work in terms of promoting a healthy lifestyle by attracting people to mass sports. [2] In 2017, work was going on aimed at attracting various layers of the district's population to active physical education, participation in physical culture, health-improving and sports events.

Physical culture and sports increasingly penetrate into all spheres of people's life, form relations with the state, forming a specific area for doing business. Physical activity and sports are becoming the subject of management of the sports industry, which, on the one hand, provides employment for many people in the sports industry, on the other hand, these business sectors replenish federal and local budgets through tax revenues, which allows the state to solve social problems of the population[1]. The dynamics of the development of sport itself and its types increasingly connected with the economy, trade and professional orientation of participants in sports events.

Physical education is one of the most affordable and effective ways to maintain and improve human health. The most important factors affecting the regularity of physical education are value orientations in general and values that are associated with sports. To study the state of the issue of attitude to a healthy lifestyle, we developed a questionnaire and conducted a questionnaire in order to determine the attitude of respondents to a healthy lifestyle. To the question: "How often do you exercise?" students answered: almost daily - 19%, 2-3 times a week - 46%, 3-4 times a month - 15%, do not study at all - 20%.

The results of the research indicate that the main reasons for exercising are dominated by: the desire to improve the physique, to bring the weight back to normal (69%); desire to improve health (68%) and desire to get emotional release 50%. At the same time, 34% of respondents study in order to be with friends, and 31% - to increase their physical attractiveness. Girls are engaged mainly in order to improve their physique,

optimize weight, and it is important for young men to improve their health. Therefore, for the respondents, physical exercise is an element of respect for their health.

In this regard, it is necessary to popularize a healthy lifestyle as one of the directions of state policy in the information sphere, which should turn into one of the priority tasks, on the solution of which the achievement of the set strategic goals largely depends.

Nowadays, the development of mass sports in modern society is extremely difficult. The emergence of the coronavirus pandemic COVID-19 in the world has shown a low level of physical health and a healthy lifestyle of the population of Uzbekistan, as in a number of other countries. Decree of the President of the Republic of Uzbekistan "On measures for the widespread introduction of a healthy lifestyle and the further development of mass sports" issued in order to ensure the formation of a stable immune system against diseases of every citizen through regular physical education and mass sports, and the formation of healthy lifestyle skills.[4]

Mass youth sports (physical culture) is a prerequisite for the successful development of modern society and the achievement of national strategic interests. Today Uzbekistan is, in the full sense of the word, a sports country. A healthy lifestyle is widely established among young people, and sports massively promoted. Uzbek athletes, achieving high victories at prestigious international competitions, demonstrate to the whole world the high sports potential of our country. The results achieved by our athletes at the 2016 Olympic and Paralympic Games held in Brazil presented Uzbekistan to the world's sports community as a country where sport is developing at an accelerated pace. The results of the comprehensive work of the state in the field of physical culture and sports could be seen from the results shown by the athletes of Uzbekistan in the world sports arena.

Currently, the development of mass sports among the youth is more of an event nature. Various one-time activities can help young people to decide and get involved in the future in constant sports. Thus, sport is the most important and strong factor in the upbringing of a harmoniously developed generation.

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