



## MODERN PRACTICES OF PHYSICAL CULTURE AND SPORTS MANAGEMENT

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<p><b>Received:</b> 11<sup>th</sup> October 2022 <b>Accepted:</b> 11<sup>th</sup> November 2022 <b>Published:</b> 21<sup>st</sup> December 2022</p>	<p>The mass development of sports and the promotion of a healthy lifestyle in society contributed to the wide spread of physical culture and sports organizations operating on a commercial basis. This fact revealed the need to introduce management into the management system of sports organizations in order to optimize their activities. The following article is devoted to the study of modern practices of physical culture and sports management</p>

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Modern society can no longer be imagined without sports and a healthy lifestyle. The relevance of the development of sports management is determined by the need for rational management in physical culture and sports organizations in order to maximize their profits, since sports has become one of the types of commercial activities.

Sports management is a system of methodological provisions and activities aimed at the effective management of sports organizations.

Sports management is a social process in the field of sports and physical culture, aimed at the effective management of sports organizations in modern conditions. The fundamental task of sports management is to create conditions for the preservation and improvement of the physical and spiritual health of citizens.

The inclusion of physical culture and sports organizations in market relations revealed the need to create a new management system for this service sector - sports management.

The sphere of physical culture and sports is developing dynamically and is one of the fastest growing branches of the social sphere all over the world. In the modern world, the understanding of the role of physical culture and sports as a factor in improving the nature of man and society is significantly increasing. Thanks to the country's major sporting events, the importance of the state on the world stage is increasing and its economic power is being demonstrated. Society is concerned about the state of health, and this leads to an increase in the number of people involved in physical culture and sports.

Management activity is one of the most important factors in the functioning and development of physical culture and sports, and the successful development of physical culture and sports depends on the efficiency of all management elements. Specifically, we are talking about what goals and objectives are solved by various organizations and departments that make up the organizational management structure of physical culture and sports management. The purpose of management in physical culture and sports is the desired and necessary state of the activity of a sports organization.

The sphere of physical culture and sports is an object of social management, including a certain number of physical culture and sports organizations: sports schools, sports clubs, sports, stadiums, sports and recreation centers, sports federations. The product of the activity of a physical culture and sports organization is physical culture and sports services, that is, organized forms of physical management and sports, sports training programs, sports spectacles, etc. Sports management is one of the types of industry special management, the object of management of which are organizations physical culture and sports orientation, this is the theory and practice of effective management of organizations of physical culture and sports orientation in modern market conditions. Every organization needs a professional leader, manager.

The object of sports management as an independent science is a set of physical culture and sports organizations of the country, the product of which is the production of physical culture and sports services. Management relations that develop in the process of interaction between the subject and object of management within the framework of a physical culture and sports organization and the interaction of these organizations with the micro and macro environment in the process of production and distribution of physical culture and sports services are the subject of sports management.

Legislation on physical culture and sports

The main international documents in the field of mass sports should be considered the International Charter of Physical Education and Sports of 1978 with subsequent additions, the European Sports Charter of 1992. These documents establish the basic principles for regulating the development of mass sports, which all countries that have ratified the agreements must adhere to. Countries are required to proceed from the following principles:

1. The availability of mass sports without discrimination on any grounds.
2. State regulation of the development of a network of sports facilities and the availability of physical activity.

Based on the provisions of the above documents, various countries, depending on the specifics of the socio-economic and political system, form the conditions for the development of sports, for the creation, restoration and replenishment of its resource base as the basis for functioning.

Management principles

The principles of management in physical culture and sports are the basic rules, regulations and norms of behavior that guide the governing bodies and managers of the organization in the process of implementing managerial influence.

The main principles of management in the field of physical culture and sports include the following:

- the principle of combining sectoral and territorial management is based on the existing administrative-territorial division of the country and the sectoral structure of the national economy, that is, a sports organization can be created and can function both according to the sectoral and territorial principles;
- the principle of combining material and moral incentives is based on the assertion that any extreme is a sign of limitation. In the field of physical culture and sports - moral and material incentives for the work of specific people, the assignment of titles and state awards to employees of various physical culture and sports organizations.

Sports management functions:

- Preparation and adoption of a management decision (adoption of various regulations: current and long-term plans);
- Organization (regulation of physical culture and sports organizations into a single system; material and labor support for the organization's activities; development of a marketing strategy);
- Motivation (creation of a system of incentives and sanctions, material and moral interest of the personnel of sports organizations; promotion of a healthy lifestyle and an increase in the population's need for physical culture and sports services);
- Control (quantitative and qualitative assessment of the results of the organization's activities);
- Coordination (uninterrupted and continuous management process in the organization, in order to achieve consistency of all parts of the sports organization).

Features of the functioning of physical culture and sports in a market economy:

- consideration of sports as a service sector, the purpose of which is the physical education of the population;
- decentralization of management in the sphere of sports and physical culture;
- variety of organizational and legal forms of sports organizations;
- development of professional sports;
- competition of sports organizations and free pricing for their services;
- commercial orientation of the activities of physical culture and sports organizations.
- Sports management is developing and has several directions, for example, sports tourism, sporting goods industry, administration in the field of sports, sports economics.

The formation of sports management occurs in three main areas:

using the experience and professional staff of sports figures of the Soviet era;  
attracting managers from related fields or completely different professional groups;  
training of new personnel on the basis of modern management base.

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