

**ACTUAL PROBLEMS OF THE ORGANIZATION OF SPORTS MANAGEMENT
AND THE ACTIVITIES OF A SPORTS MANAGER IN UZBEKISTAN**

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ABSTRACT

The article gives economic and social-psychological characteristics of the concepts of sports management and sports manager. The article also analyzes the activities of undp in sports management and sports manager of his body, the actual problem from a social-psychological point of view.

Keywords: physical culture and sports, human capital, management, specialist, strategic planning, forecasting, assessment, service, sports management, sports manager, sports services market, socio-psychological problem.

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ ОРГАНИЗАЦИИ СПОРТИВНОГО
МЕНЕДЖМЕНТА И ДЕЯТЕЛЬНОСТИ СПОРТИВНОГО МЕНЕДЖЕРА В
УЗБЕКИСТАНЕ**

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АННОТАЦИЯ

В статье дана экономическая и социально-психологическая характеристика понятий спортивного менеджмента и спортивного менеджера. Также в статье анализируются актуальные проблемы организации деятельности спортивного менеджмента и спортивного менеджера в Узбекистане с социально-психологической точки зрения.

Ключевые слова: физическая культура и спорт, человеческий капитал, менеджмент, специалист, стратегическое планирование, прогнозирование, оценка, сервис, спортивный менеджмент, спортивный менеджер, рынок спортивных услуг, социально-психологическая проблема.

According to the opinion of Uzbek scientists, human services, physical culture and sports activities featured on the specific sector. For this reason the scientific basis of the technology in sports management to develop a strategy of “human capital”, it is very important to learn.

Other spheres of human activity also belongs to this economic category. However, in the field of physical culture and sports this section, that is, the level of preparation of coaches and athletes, the athlete's physical, mental, and other social indicators, the experience of their participation in major competitions and other important profession [1].

Sports organizations in the Republic of Uzbekistan resolve existing problems in the development of physical education and sports sector in the context of positive sports management services market formation and full-fledged development of strategic management and innovative mechanism for the formation of concept is necessary.

The actual pressing issue to find the solution of the following scientists to do this are listed:

1. Optimal management in sport organizations decision-making;
2. Further strengthen the brand in the market and his well-known of raising;
3. Search to find independent sources of income.
4. To increase the effectiveness of promotional activities;
5. The implementation of a particular approach in relation to the customer;
6. Competitive sports sports organization to improve the image and the production of products not only to domestic consumer market, but also in foreign markets, production, management strategies at the community of public and private property to create the necessary basis for sports coaches, athletes, sports organizations and other entities in the formation of the association of judges, fans, sponsors, athletes, sale and purchase of sports, sports business, healthy lifestyle and sport activities in the field of regulation and coordination of the basics of system development economic development [1].

Based on the above, concepts such as “sports management”, “strategic planning”, “forecasting”, “evaluation” and “service” are considered as the basis for the theoretical research of the issue of strategic planning and forecasting of managerial staff training in the field of physical education and sports. Looking at the analytics:

1. Sports management – this is changing and it is difficult to know in advance the complex issues in the environment that direct and indirect permanent withdrawals is looking for opportunities in the area. The reason is not known in advance in the sport is the result of its attractiveness increases.
2. Strategic planning – the organization's goals, its potential opportunities and support in the field of marketing create a balance between strategic management processes. Clearly the organization's program formed to represent additional tasks and goals, portfolio management and growth strategy is based on healthy.
3. Forecast – teach students: object based data in the past and present based on the analysis of scientific advance to make than you know. The various components based on the forecasts of short-term (up to 1.5) years, medium term (5 years) and long term (10-15 years) projections. The submission form, according to the quality of forecasts and quantitative research, forecasting total and partial get on the cover of the object is distributed.

4. Assessment – a system or process used to measure the effectiveness of the activity and its elements. This term this research the results of the assessment, or established job evaluation management system, to study, to read (including training) assessment of the quality of supplements.

5. While service – 1), which comes into the market see the value of something that does not have an alternative to consumption; 2) a man had two sons, one side or two of the blessings that can display activity type.

In recent years, in the Republic of Uzbekistan, consistent measures have been taken to popularize physical education and sports, to create the necessary conditions and infrastructure for promoting a healthy lifestyle among the population, especially among young people, and to ensure the country's proper participation in international sports arenas.

At the same time, a number of systemic problems in the organization of physical training and sports, and the presence of defects and the effective state policy in this area of the country to conduct hinder full use of the potential available sports.

Regarding the planning and forecasting of the training of management personnel in the field of physical education and sports in the Republic of Uzbekistan, the following can be distinguished as socio-psychological problems:

First of all, the absence of an effective integrated system of physical education and sports management does not ensure proper coordination of the activities of state bodies and other organizations in this area, popularization and promotion of a healthy lifestyle;

Secondly, the current system of training, retraining and professional development of sports personnel, especially management personnel, does not allow to meet the need for qualified specialists in the field of physical training and sports management. [2];

Third, the implementation of a management mechanism enough vertical development district (city) department of physical education and sports, the powers were limited, and they caused a significant decrease in the role of;

Fourth, the heads of education and sports management system of the level of openness and transparency of the activities of institutions and not enough control that established the public, some in the head and the lack of timely and targeted the necessary responsibility and initiative execution of the goals of quality indicators showing the negative effects of the adjustment;

Fifth, the management of the planning and organization of the work process modern sports institutions, innovative methods, the full implementation of advanced information and communication technologies have been made to prevent the creation of an effective management system in this case no [3];

Sixth, in the republic providing qualified personnel in the field of physical education and sports in the system, on the basis of the requirements of modern professional sports "seleksioneri sports", "sports manager", "sports marketer", "doctor sport", "sport psychology", "sports pharmacological", "dietologi sports", "sports huquqshunosi like" was not

the form of the necessary conditions to meet the needs for specialists [4].

In general, a social psychological problem of physical culture and sports field management personnel training was listed as strategic planning and forecasting (foresight) systematic analysis of educational services the needs of the market determine the direction of sports management in social-psychological terms to the survey requires.

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