

## MODERN PROBLEMS OF SPORTS MANAGEMENT DEVELOPMENT

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**Abstract.** This article is devoted to the topic of sports management. The main functions, tasks, principles of management in sports activities are defined. The problems in the system of the Russian management of sports activity are revealed. Also in the course of the study, the management of sports events in the structure of the university was considered.

**Keywords:** management, sports management, sports activity, sports industry.

To date, market relations are actively being introduced into the sports industry. First of all, this is due to the fact that in modern society sport has become a mechanism for a clearly structured process of making a profit, which allows us to speak of sports activities as a business area. At the same time, we note that sports activity is distinguished from any other business area by its main goal, which is to promote a healthy lifestyle. Like any activity aimed at making a profit, sport needs qualified specialists (managers) who will manage it.

The sports industry includes such physical culture and sports organizations as professional sports clubs, youth sports schools, fitness clubs, health and fitness centers, sports clubs, swimming pools, as well as governing bodies: various federations, committees, etc.

Leaders of sports organizations face a number of questions every day that require immediate answers. But the lack of necessary knowledge and principles in the field of sports management leads to an inefficient solution of the problems that have arisen in the field of physical culture and sports. In our country, the following trend is widespread in the field of sports management: leadership positions in sports

organizations are most often occupied by teachers, methodologists, coaches or instructors. This trend is ineffective for the development of the sports industry, since the competence of coaches, methodologists and instructors does not include the combination of educational activities with the activities of direct management of the organization. Currently, specialists with a pedagogical education are required to work with children; in the field of management, only at the level of regional governments, when elected by competition, documents are required on obtaining education in the field of management, for example, in the areas of "Jurisprudence" and / or "Public Administration".

In addition to managing the activities of organizations and enterprises in the field of the sports industry, it is necessary to perform such tasks as holding sports events, providing sports and recreation services to citizens, considering issues related to increasing funding, carrying out scientific activities in the field of sports, selecting and training personnel in the field of physical culture. and sports.

Thus, the head of a sports organization must have professional non-standard thinking and the necessary knowledge in solving the tasks. The main principles of management in the field of sports, domestic and foreign researchers include: the development of a sports organization in the future, the search for problems, the identification of ways to solve them based on the analysis of the social and economic situation, the selection and placement of personnel in accordance with their qualifications, the determination of the expected level of profit.

In our opinion, sports management implies the function of organizing the processes of physical development, including the work of teachers-trainers in educating young students. In this case, it is important to pay attention to the organization of sports management in work with university students. In the physical culture and health-improving work of higher educational institutions, much attention is paid to mass sports events, which are an effective introduction of students to sports activities. Sports management in the structure of the university is a structural complex that organizes mass sports, physical culture and health-improving work with students under the guidance of experienced managers who are united in structural units. The

main principles of sports management are: short-term and long-term planning of sports events, the goals and objectives of the sports events held must comply with the developed plans, accessibility at the time and place of the sports event, the feasibility of competitive exercises, compliance with and provision of safety measures, aesthetics of the program must be observed. Regular and well-planned organization of events at the university contributes to the promotion of sports activities among young people. In our opinion, this is a very relevant trend of the 21st century, when young people become less physically active. Also, the organization of such events is one of the ways of active recreation. In the course of organizing and holding sports and recreational activities, a number of social tasks are also carried out: promotion of sports and a healthy lifestyle, familiarization with the forms and types of sports and recreational activities, determining the most promising youth in sports activities, patriotic and cultural education of university students, increasing communication skills and etc. It is also important to promote an active lifestyle. Physical culture and sports management in universities is a part of sports management, which occupies the most important and necessary link in the university management and carries out sports, recreational and sports mass work with students.

Today, sports management is becoming an actual direction in the formation of educational programs in the preparation of relevant specialists, since our society needs sports managers who will manage physical culture and sports organizations. The management of public associations and organizations is carried out by specialists in various areas of training, often without special training (education) in the field of sports management. The development of sports management will make it possible to create an effective management system for sports schools, sports and health centers, sports clubs, various federations, committees, and unions in Uzbekistan. Quality management in the sports industry will create a good base in Uzbekistan for training athletes for international competitions, and will also help to educate young people in a sports spirit and desire to play sports.