

# IMPROVING THE SYSTEM OF ORGANIZATION AND MANAGEMENT OF PHYSICAL CULTURE AND SPORTS IN THE MODERN ERA

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**Abstract:** In the modern era, increasing the efficiency of using available resources, optimizing organizational and management structures and introducing innovative technologies is becoming an urgent area for improving the system of organization and management of physical culture and sports. The growing popularity of a healthy lifestyle, interest in active forms of leisure and sporting events determines the need to modernize the mechanisms of state policy in this area, ensuring the availability and quality of physical education, health and sports services. Measures to stimulate the development of mass and professional sports, create conditions for personal self-realization, and increase the competitiveness of Russian sports at the international level are becoming important. Improving the industry management system involves the use of modern approaches to the design, planning and monitoring of physical culture and sports activities, effective interaction between government bodies, business structures and civil society institutions.

**Key words:** system of organization and management, physical culture and sports, efficient use of resources, modernization of public policy, mass and professional sports, interaction between government, business and civil society.

# СОВЕРШЕНСТВОВАНИЕ СИСТЕМЫ ОРГАНИЗАЦИИ И УПРАВЛЕНИЯ ФИЗИЧЕСКОЙ КУЛЬТУРОЙ И СПОРТОМ В СОВРЕМЕННУЮ ЭПОХУ

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**Аннотация:** В современную эпоху актуальным направлением совершенствования системы организации и управления физической культурой и спортом становится повышение эффективности использования имеющихся ресурсов, оптимизация организационно-управленческих структур и внедрение инновационных технологий.



Растущая популярность здорового образа жизни, интерес к активным формам досуга и спортивным мероприятиям определяет необходимость модернизации механизмов государственной политики в данной сфере, обеспечения доступности и качества физкультурно-оздоровительных и спортивных услуг. Важное значение приобретают меры по стимулированию развития массового и профессионального спорта, создания условий для самореализации личности, повышения конкурентоспособности российского спорта на международном уровне. Совершенствование системы управления отраслью предполагает использование современных подходов к проектированию, планированию и мониторингу физкультурно-спортивной деятельности, эффективное взаимодействие органов власти, бизнес-структур и институтов гражданского общества.

**Ключевые слова:** система организации и управления, физическая культура и спорт, эффективность использования ресурсов, модернизация государственной политики, массовый и профессиональный спорт, взаимодействие власти, бизнеса и гражданского общества.

## Introduction.

Modern society is characterized by a steady growth of interest in physical culture and sports as an integral component of a healthy lifestyle, full self-realization of the individual and socio-cultural development. Mass passion for active forms of leisure, participation in physical education, health and sports events necessitates the need to improve the system of organization and management of this area at various levels.

In the context of socio-economic transformations and the modernization of public institutions, the issues of increasing the efficiency of using available resources, optimizing organizational and management structures, and introducing innovative technologies into physical culture and sports activities are of particular relevance. The growing popularity of a healthy lifestyle and the intensification of Russia's integration into the international sports community determine the need to improve the mechanisms of state policy in the field of physical culture and sports, ensuring the availability and quality of physical education, health and sports services for various groups of the population.

Measures to stimulate the development of mass and professional sports, create conditions for personal self-realization, and increase the competitiveness of Russian sports in the international arena are becoming important. Modernization of the industry management system involves the use of modern approaches to the design, planning and monitoring of physical culture and sports activities, effective interaction between government bodies, business structures and civil society institutions.

Thus, improving the system of organization and management of physical culture and sports in the modern era is a relevant and promising area of scientific research, which has important practical significance for optimizing public policy and improving the quality of life of the population.

## Formulation of the problem.

The system of organization and management of physical culture and sports in Uzbekistan has undergone significant changes in recent years, aimed at increasing the efficiency of the industry and involving citizens in regular sports activities. A key role in this process is given to the



Ministry of Physical Culture and Sports of the Republic of Uzbekistan, which is responsible for the formation and implementation of state policy, coordinating the activities of regional and local authorities, as well as public sports organizations.

At the regional level, there are departments of physical culture and sports, responsible for the development of mass sports, increasing the availability of sports infrastructure and services for the population, and organizing sports and recreational activities. An important role is played by khokimiyats (regional and city administrations), which allocate funds for the construction and maintenance of sports facilities and support the activities of local sports clubs and federations.

In recent years, public-private partnerships in the field of physical culture and sports have been actively developing in Uzbekistan. The business community is involved in financing the construction of sports facilities, organizing professional competitions and developing children's and youth sports. It is common practice to transfer state sports facilities to private companies for trust management.

At the same time, certain problems remain in the industry management system. These include insufficient coordination of actions of government bodies at various levels, a shortage of qualified management personnel, and insufficient efficient use of available resources. In many regions, the development of mass and children's and youth sports remains uneven, and the population's access to high-quality physical education and health services remains limited.

### **Recommendations.**

Solving these problems involves further improvement of the regulatory framework, the introduction of modern methods of strategic planning and program-targeted management, the development of public-private partnerships, advanced training of management personnel, and the broad involvement of civil society in the processes of managing physical culture and sports. To improve the efficiency of the system of organization and management of physical culture and sports in Uzbekistan, an integrated approach is needed, including the modernization of public policy, improvement of mechanisms of interdepartmental interaction, more active involvement of business and civil society, as well as advanced training of management personnel.

First of all, further improvement of the industry's regulatory framework is required. It is necessary to develop a strategy for the development of physical culture and sports for the medium and long term, identifying key directions, targets and implementation mechanisms. It is necessary to clarify the functions and powers of government bodies at various levels, to clearly delineate the competencies of the Ministry of Physical Culture and Sports, regional and local authorities in this area.

An important area is to increase the efficiency of using available resources. To do this, it is necessary to introduce modern methods of strategic and program-target planning that will optimize budget expenditures, ensure the balanced development of mass and professional sports, as well as the construction of new and reconstruction of existing sports facilities in accordance with the real needs of the population.

Particular attention must be paid to the development of public-private partnerships in the field of physical culture and sports. It is advisable to expand the practice of transferring sports facilities into trust management to private companies, providing tax and other preferences to businesses involved in developing infrastructure and supporting professional clubs. This will attract additional investment into the industry, optimize the costs of maintaining sports facilities, and improve the quality and availability of physical education and health services.



An important aspect of improving the management system is improving the qualifications of management personnel at all levels. It is necessary to regularly train managers and specialists of government bodies responsible for the development of physical culture and sports on issues of strategic planning, financial management, organization of mass sporting events, interaction with the private sector and public organizations.

Particular attention should be paid to the involvement of civil society in the processes of managing physical culture and sports. To do this, it is advisable to intensify the activities of public councils, federations and associations, giving them real powers to coordinate management decisions, control the use of budget funds and the quality of the provision of physical education and health services. It is also necessary to create effective feedback mechanisms with the population, a system of public monitoring and evaluation of implemented programs and projects.

### Conclusion

The implementation of these recommendations will improve the efficiency of the system of organization and management of physical culture and sports in Uzbekistan, ensure a more rational use of resources, increase the participation of citizens in the sporting life of the country, which will ultimately help create conditions for leading a healthy lifestyle and increase population coverage regular physical education and sports.

Effective improvement of the system of organization and management of physical culture and sports in Uzbekistan requires an integrated approach. It is necessary to modernize public policy, ensure rational use of resources, and deepen interaction between government, business and society. Priority areas should be the development of mass and professional sports, the introduction of modern management technologies, and advanced training of personnel. Only by systematically solving these problems can significant results be achieved in popularizing a healthy lifestyle, increasing the competitiveness of national sports and the country's prestige in the international arena.

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