

Ways to Further Expand the Scope of Engagement in Mass Sports

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Annotation: Based on the study of the characteristics of the market of sports services, to assist in the formation and development of the market of physical education services by determining the main current trends in the development of physical education and sports in the Republic of Uzbekistan, to meet the needs of the population and meet the needs of the population in a balanced way that meets the quality of the high standard of living. its role and place in ensuring the reproduction process was defined.

Keywords: services market, health and fitness services, market functions, population health, physical education and sports economics.

Abstract Determining the role, importance, functions and role of the service market in today's demand, as well as its impact on ensuring continuous and stable development of the national economy is one of the most important conditions for economic development. Just to fulfill these conditions The Cabinet of Ministers approved the "Concept for the development of physical education and mass sports in the Republic of Uzbekistan in the period of 2019-2023" [1].

In the economic concept, the market is defined as a set of conditions necessary for the interaction of sellers and buyers, under which a service (goods) is sold or bought. It is this type of transaction that serves as the main purpose of the interaction between the seller and the buyer. Thus, the market is a system of economic relations that is formed based on the stable interaction of goods and money circulation, in which the most important components or categories are: need (need), supply and demand, price, market competition, exchange [2].

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As for the concept of the sports services market, its modern economic theory defines it as an interaction between physical training and sports clubs (firms, organizations) and consumers, in which clubs sell and consumers buy athletes. It functions as a service that meets the needs of physical development, functional fitness and health promotion.

The purpose of the study. It was found that in practice, purely private goods enter the market circulation in full volume - these are goods given to an individual (physical or legal entity) without the participation of other persons due to the fact that these goods have a competitive nature. This means that purely private goods are goods that can be valued and sold to a particular buyer. Therefore, the issue of studying the factors characterizing the development of the paid services market is an important aspect.

Study methods and organization:

According to a number of authors, the market of paid services still fulfills a necessary role or function in the socio-economic life of today's society. In this regard, the following factors can be distinguished [3]:

- the macroeconomic role of the state - its subjects, especially in the field of small business, are aimed at further stimulating the development of the paid services market by creating the necessary conditions, creating a new tax system, and developing public-private partnerships in the provision of services. services;

- raising the standard of living of different strata of the population and increasing their incomes;

- the current state of service production and growth dynamics (the technical and economic basis of the market for services and paid services), which determines not only the parameters of this market, but also the modern quality of the services provided (some of them). types of paid services are high-tech - mobile communication, education, medical, banking services);

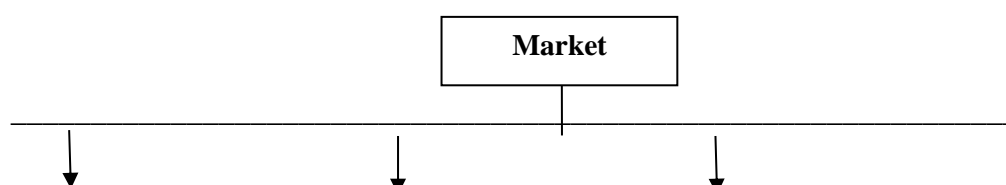
The market of physical training and sports services: functions and features include:

- the availability of the necessary trained personnel, such as managers and marketers, as well as a wide network of various forms of education and training employed in the service;

- culture and customs, which are of incomparable importance in the provision of services, because the state of the paid services market, its system and the quality of the provided services are largely determined by the level of culture of society members, as well as all subjects. . the market of paid services, the state of the socio-cultural factor in general.

Considering the above, we can conclude that the service market is a new and dynamically developing phenomenon compared to its current appearance, and its structure has not yet been formed.

Based on the study of their work, it is possible to distinguish the expanded structure of the services market and its subjects, which do not fully describe the modern services market (Fig. 1).



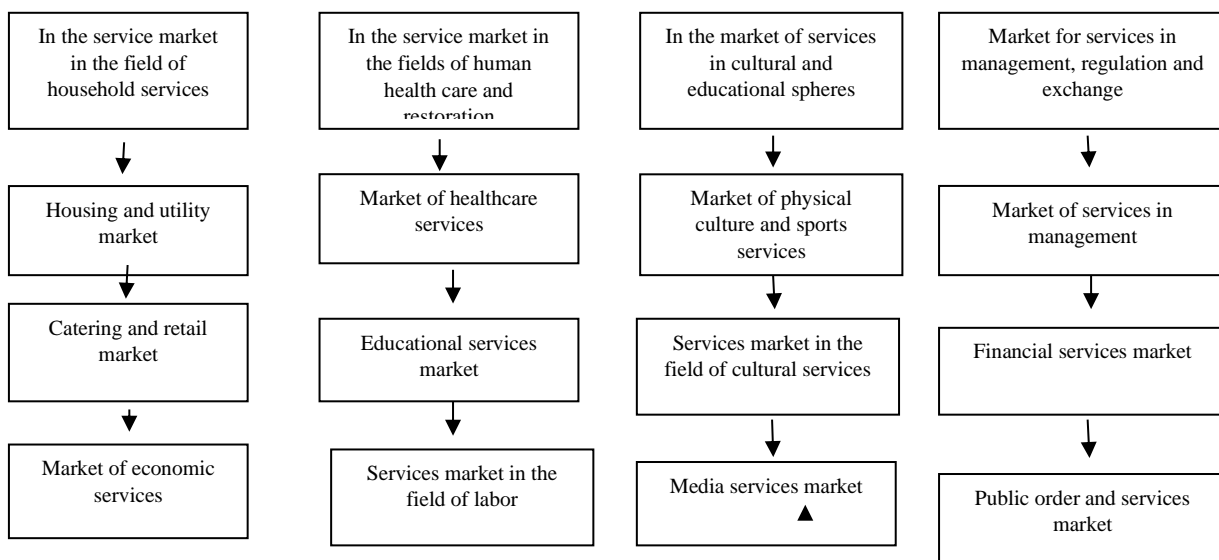


Figure 1. Expanded structure of the services market

From the point of view of modern economic theory, a characteristic feature of the physical culture services market is the availability of physical education services, the variety of forms of satisfaction of physical activity and the high heterogeneity of physical education services. The process of providing them, it is difficult for firms selling these services to compete through price manipulation. The effectiveness of the seller's economic activity in the market of physical education services should be determined, first of all, by identifying the main elements of the value system of the target consumer groups and satisfying their needs by adapting the market offer in the best way. Unlike competitors [4].

The provision of physical training and sports as an activity of workers in this field mainly helps to satisfy the needs of the population for physical development and thereby expands the potential opportunities of material production.

Consideration of physical education and sports services from the point of view of the concepts of need and good allows defining these services as activities aimed at meeting the needs of physical education and physical training.

At the same time, the market of sports services has other characteristics: high dynamism and local character of the offer; territorial and commodity division into segments; high rate of turnover of capital investments; dominance in the provision of physical education services by small and medium-sized organizations, etc. In addition, the market of physical education services performs a number of economic functions that regulate relations between its main participants. According to some scholars, the functions of the physical culture services market are:

- regulating and ensuring the satisfaction of the population's needs for physical education services;
- improving the quality of physical education services through competition mechanisms;
- in ensuring the expansion of the field of physical education in general, because the demand creates new market structures;

- in regulating the prices of physical education services through the application of the law of value within the given limits of a specific area.

However, this is not a complete list of the functions of the physical education services market.

The market of physical education services should be divided into the following depending on the selected feature:

1. in the form of services

- the market of "free" physical education services (services of state non-profit physical education and sports organizations, in which payment for the end user of these services can be made by the state in the form of allocations from the target budget or by the state. members of the public organization themselves, the organization sponsors, etc.);

- the market of paid physical education services (services of public non-profit and private commercial physical education and sports organizations, where payment for services is made by the end consumer from his personal funds or by the employer of this consumer. physical education service).

2. by types of product market segment

- the market of medical and physical education services (not only physical education and sports organizations actively participate in the process of production and sale of such services to the population);

organizations specializing in physical therapy, as well as "related" service areas: medical rehabilitation centers, beauty salons, cosmetology centers, etc.);

- health and preventive services market (state and non-profit physical education and sports organizations and activities work as producers of this type of physical education services for the population);

- market of mass sports services (producers of this type of services are organizations of various forms of ownership with a material and technical base that provide the population with the opportunity to conduct mass sports organized training outside the home, for example; sports complexes, gyms, swimming pools, stadiums, flat playing fields).

As a specific product category in the market, physical education service "appears as a result of the combination of two systems, that is, 'buyer' and 'seller'. It includes both systems, because physical education service is a continuous interaction. Success in the mass introduction of physical education services in the market can be achieved by focusing on specific segments (groups of consumers), their scope of interest and the level of income in a certain area.

The driving factor in the formation of demand is the social and developmental need of the consumer to meet his specific needs through active consumption of physical education services. Reasonable formation of the need, need, desire for physical activity, as well as the availability of real



purchasing power for many. allows consumers to create demand standards for physical education services over time.

Instead of information, for analysis, we will consider the indicators of physical education and sports in the free time of the population over 16 years old (Table 1):

T/r	Indicators	%
1.	Daily exercise	16.5
2.	Those who work 4-6 days a week	9
3.	Those who are engaged in physical education and sports from time to time	29.2
4.	Those engaged in physical fitness exercises	5.5
5.	Doing physical exercises from time to time	39.8

Table 1. Indicators of physical education and sports of the population.

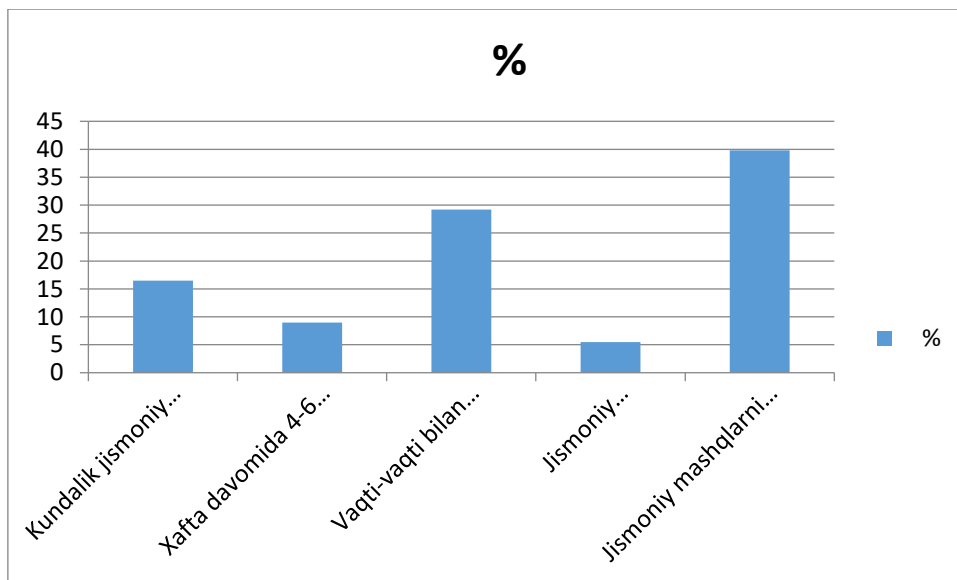


Figure 3. The state of physical education and sports of the population

According to the results of the survey conducted by the respondents, the analysis of the main reasons why the population in the Republic of Uzbekistan refuses to engage in physical education and sports (Table 3).

Table 3. Reasons for the population's refusal to engage in physical education and sports

Population (age, gender)	including reasons
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	lack of free time	desire (desire)	lack of opportunity at this age	sports bases, fitness groups, clubs	laziness	ill health	insufficient funds	to have bad habits	and others
Those of the population aged 16 and older who do not engage in physical education and sports in their free time	35.7	27.2	7.4	1.3	12.9	12.0	2.3	0.4	0.8
Men	38.1	29.6	4.9	1.3	12.8	10.2	1.3	0.8	1.0
Women	33.7	25.1	9.6	1.2	13.0	13.6	3.1	0.0	0.7

Most of the population (men and women) - 35.7% do not have enough free time, 27.2% of the surveyed citizens - have a desire to systematically conduct physical training.

The third biggest reason for not wanting to find time for active physical exercise is laziness, which stops 12.9% of the population of the Republic. It is known that poor health should encourage people to take a healthy lifestyle seriously and increase the level of physical activity, but despite this, 12% of respondents cited poor health as the main reason for refusing to exercise. they emphasized. decided to give up systematic exercises. And here, in our opinion, it is necessary to carry out serious promotional work by doctors and physical education workers aimed at informing this category of the population about the benefits and vital necessity of healthy physical education.

Among those who have submitted an offer on the market of physical training services are: private sports clubs, public health organizations, amateur and professional sports clubs, fitness clubs, and others.

Physical education and sports organizations provided with the listed resources are business entities in the market of physical education services. Therefore, they have the opportunity to provide services to the population, earn income, cover their expenses. They cannot sell their services. are produced in full volume and at prices that fully cover their costs and allow for extended reproducibility. This situation leads to a decrease in the number of consumers of physical education services, and a decrease in the social effectiveness of physical education. In this regard, there is a need to create such sources of financial resources for physical education, which will provide an opportunity to engage in physical exercises for the vast population of the country. In terms of content, the sources of financing are mainly those areas where the society exchanges a part of the gross domestic product for services and goods in the field of physical education and sports. Such sources include individuals, corporations, and government funds that act as users or purchasers of physical education services.

At the same time, physical education services are not only of a consumer nature, but also a type of investment in human capital, which helps to increase the country's health potential and reproduce labor



resources for the national economy. efficiency, labor productivity and adaptation to physical and mental overloads, they have more high will and ability to compete and innovate. can be.

In conclusion, it should be noted that the market of physical training services is very diverse and is divided into the market of "free" and paid physical training services, as well as the market of medical and physical training, wellness. In addition, it is possible to reach specific segments (groups of consumers) in the market of preventive and sports services, by focusing on the scope of their interests, the level of income within a certain area. The demand for physical education services consists of the need for physical activity for health (or other purposes), specific needs and desires, and is supported by purchasing power. The driving factor in the formation of demand is the need for social development to meet the specific needs of the consumer through active consumption of physical education services.

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