

SOCIAL SIGNIFICANCE OF PHYSICAL EDUCATION AND SPORT MANAGEMENT

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Abstract. This article highlights the social importance of physical education and sports management, and explains the importance of marketing in sports. In the article, it is described how the businessmen working in all areas of the sports field should act.

Key words: image; manager-supervisor; marketing-market relations, physical culture movement; managing the improvement of physical culture of the population.

INTRODUCTION

Today, the opportunities created for the development of physical culture and sports in our Republic serve as a strong impetus for increasing the physical culture of the population. As an expert, we can say that no other country has the funds, financial, economic and material wealth that our state spends to develop physical culture and sports among the population. In the most developing countries, such as China and Korea, 40% of the money spent on physical culture and sports is spent from the state budget. The remaining 60% of funds are earned through self-sufficiency. It is 100% in a country like the USA, which means that the country spends very little money on the development of physical culture and sports.

The program of formation of a new, perfect person armed with ideas of independence by our state is always relevant and it reflects today's demand. Nevertheless, in the conditions of the market economy, it is necessary not only to educate a well-rounded person, but also to develop his qualities of initiative and entrepreneurship. Without these qualities, in the conditions of the market economy, the perfection of a person will not fully emerge.

According to management theorists, the more difficult the managed system is, the greater and stricter the demands are on its manager, that is, the manager. Because one mistake in his management can be very expensive for the whole society, economy and morals, it can stop the whole process.

The difficulty of the system of managing the physical culture of the population, as well as sports, and the strength of the demand for it will increase even more in the conditions of independence, because it is a social, economic and preventive process that ensures the health of the population. That is, the health of the people is the wealth of the country. This is the priority direction of our government's policy today. This accelerates the formation and further stabilization of the image of managers in the field of physical culture and sports, increases their reputation and directs them to independent activity. The basis for the initial formation of the scientific-based activity of the JMS manager is the experience of his activities at the district, city, and regional levels. Therefore, management skills are formed gradually. The art of management can completely change people's morals, behavior, and attitude to work in a short period of time. For this, the manager of physical culture and sports should have the following human



and professional qualities: leadership talent; culture of dealing, ability to choose people; analysis and analysis; creating a healthy environment at work, respecting every opinion, gathering hard-working and enterprising people around and forming a strong team; understanding people, being able to find a language; justice, mutual aid, legal literacy, neat dressing, open face, always ready to help people, cheerful, polite, regular exercise, walking with confidence, seeing criticism as good, various science the basics and being able to enter into a conversation on various topics, to be constantly aware of the news, etc. These qualities, together with the ability to effectively manage the physical culture of the population, are also important in other life activities in society. Although the above does not fully reveal the content of the JMS manager's activity, it has a certain influence on the criteria for evaluating his activity. physical culture and the basis of the image of a sports manager are fully reflected by his professional skills, and managerial training is also important in this. In the efficiency of the manager's activity, his personal-human qualities are in the first place, and his personal-management abilities are in the second place.

Based on the concept of orientation of the physical culture and sports network to the social sphere, it is necessary to emphasize its importance aimed at fulfilling physical culture and educational tasks. In turn, the manager, that is, the head of the district department of culture and sports, must ensure the following:

1. Introduction of recommendations based on the results of scientific and practical research into the practice of physical culture of the population;
2. To improve the level of physical culture of the population, to implement physical culture professional education and physical training of all layers of the population, starting from early childhood;
3. Promotion of physical culture through physical and mental-physiological restoration, physical cultural recreation and other mass audience and exhibition events;
4. Prevention of offenses that may be committed among minors and young people through the means of physical culture.

In general, the image of the manager of physical culture and sports can be defined as follows:

The manager of physical culture and sports is an educator - pedagogue with a special direction, he must have mastered the theory of management, sociology, economics, law, social psychology, aesthetics, ethics and other knowledge bases. With the help of this comprehensive knowledge, he has the skills and abilities to develop and make management decisions, and in the end, he should be able to answer the questions "who is doing what", "how is it being done", and "who is responsible". Although everyone has participated in the process of management as a boss or a worker-servant, before, not much attention was paid to the meaning of the words "management" or "manager", "managed". That process was understood only by the head, i.e. the leader and the employees who are subordinate to him and follow his instructions.

Now, that is, in the market economy, the concepts of "management" and "manager" mean the activity of professional experts who determine the future of the industry, who lead it to high results, who are masters of their profession, who can work with people, who strive for innovation, and its results.

In short, management is a process of planned influence on the activity of an individual worker, group or organization in order to achieve high results with minimal effort.

Distinctive features of population physical culture management include the following:

- since the physical culture movement is a moral concept related to the preservation and strengthening of education and public health, we should always develop and make ethical decisions in accordance with the purpose. Because we are working for the future of our country by forming the young generation that is growing in the network.



- management of movement of physical culture is the result of science and art clearly expressed through qualitative and quantitative indicators, in which interaction between people is of great importance.

- the unity and interconnectedness of interpersonal, state and public relations that reflect the content of management;

- public participation in physical culture and sports management;

- regular improvement of forms of physical culture and sports management, wide use of economic, social-psychological, organizational pedagogical methods.

Another tried and true method in physical culture and sports is to manage physical culture and sports by systemizing or dividing them into systems. The main condition of systematic management is communication and feedback, which establishes communication and feedback between districts, cities, regional higher and secondary special educational institutions, and creates a strong and reliable management system. Of course, modern means of communication will be necessary for this. In the management of physical culture and sports, it is important to set clear goals and tasks in accordance with the month, year and future period, and to mobilize all forces and opportunities to achieve the goal.

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