

## **INNOVATIVE DEVELOPMENT STRATEGY IN THE FIELD OF SPORTS AND THE BASICS OF ITS ORGANIZATION**

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### **ABSTRACT**

*As you know, one of the main tools for the formation of a harmonious generation is physical education and sports. Because, physical education and sports play an important role in the growth of young people in adulthood, healthy. Therefore, the development of this sphere and the identification of the problems that arise in it and the proposal of its solutions are one of the pressing issues. This paper examines the issue of innovation in the sports industry.*

**KEYWORDS:** *Sports, Management, Strategy, Sports Psychology, Physical Education, Healthy Lifestyle.*

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### **INTRODUCTION**

Education in a globalized environment plays an important role in the comprehensive adult education of a person, in which the formation of qualities inherent in a perfect and qualified specialist takes place. Today's fast-paced period requires the creation of the necessary conditions for the thorough mastering of the foundations of various sciences by educators, including students, in the short term and armed with justifiable information. [1]

In modern conditions, according to all the possibilities of education processes, it is required to develop an individual, to socialize and to be directed to nurture in him the abilities of independent, critical, creative thinking. In itself, the training, which is able to name these opportunities, is called an individual-oriented education. [2]

The application of various active methods of innovative character in the educational process by the educator, contributes to the development of students, the further development of their abilities. The purpose of obtaining the highest possible result from the funds and power spent in the application of innovations in the educational system or educational activity is considered. [3]

### **MAIN PART**

It is known that sport is a component of physical culture, a means and method of physical education, a system of organizing, training and conducting competitions in various complexes of physical exercises. Also, information on vocational education in the field of physical education and sports puts new demands on the level of professional qualities and training of specialists. Mastering modern information technologies is one of the main components of professional

training of a specialist, it requires the development and implementation of professionally oriented programs and courses aimed at acquiring the necessary knowledge and accumulating personal experience on their use in professional activities. [4]

One of the conditions for the economic growth of the country and improving the quality of life of its citizens is the scientific development and practical implementation of innovations and innovative technologies in all spheres of human activity. With regard to Uzbekistan, it can be noted that the future of the country depends on the ability of the economy to develop scientific innovations and introduce industry innovations, including in the sports industry. [5]

It is emphasized that physical education and sports are important in ensuring health and an active lifestyle at all stages of a person's life. Of course, if physical education plays an important role in all processes of life in establishing relations with various sports schools and other service clubs, then sport is of great importance in obtaining the results of Health and sports education and in the social and personal development of a person. [6]

President of the Republic of Uzbekistan the radical reforms carried out under the leadership of Sh.M.Mirziyoyev in our political, social, economic and spiritual and educational life encourage the organization of educational, educational and sports-health-improvement works in absolutely new content, forms and means, taking advantage of the opportunities created for them more fully, to solve extremely important tasks, such as educating our growing youth as worthy children. As a result of the attention being paid, enormous reforms and incomparable creative work are carried out in the field of physical education and sports. At the same time, priority attention is paid to the development of physical education and mass sports, as well as to the promotion of a great sporting position.

## **RESULTS AND DISCUSSIONS**

Youth is our future, the decisive force of our tomorrow. At the time of the reforms carried out in our country, it embodies the noble goal of taking care of the physically healthy, spiritually mature, modern knowledge and profession, is capable of independent and creative thinking, and has a high potential for the younger generation. In the years of independence, the legal basis of the state policy on youth was strengthened in Uzbekistan. President of the Republic of Uzbekistan the law "On state policy on youth" signed by M.Mirziyoyev on 14 September 2016 is a vivid proof of this [7]. The law reflects the main principles and directions of the state policy on youth, the powers of the responsible authorities and their participation in the implementation of this policy, the issues of legal and social protection of young people.

Today, from the point of view of the leading countries of the world - science and innovation – the real economic system is being studied. In a cultured market environment, the main engine in the movement of this chain is the regulation of actual property, its protection, transfer of rights and commercialization. "Innovation" - "innovation" is derived from the English language, which means "introduction of new". The difference of innovation from any innovation is that it is necessary to have a variable mechanism that allows management and control. [8]

When we say innovation, we understand new order, new method, ingenuity, understanding new reality, introduction to new production. "Innovation" is in essence a complex and multifaceted issue, which is also explained by the differences in the approach of economist scientists. Innovation is an English word - "innovation" means the introduction of innovation, that is, it is defined as the modification of the internal structure of the system. Innovation is an important part of practice and theory and is a system of action of social subjects aimed at improving the qualities of a socio-cultural object. [9]

Over the last 20-30 years, the movement "Sport for all" in some Western countries has begun to escalate. In the universal program of the movement "Sport for all", running, walking, aerobics,

Athletic Gymnastics, organizing simple competitions, various games, traveling outside the city and the races are considered the main classes. These processes can be said to be a continuation of the recreational movement that arose in the new era. This movement began with different names in different countries. For example, in the Federal Republic of Norway and Germany "Trimm", in Italy - "we imitate you", in the US "physical activity". The movement "Sport for all" is a physical education exercise in the form of recreational physical exercises. [10]

The "sports industry" is a sector of the economy that includes the production and sale of sporting goods (services) on the global, national and regional markets. [11]

The sports industry is characterized by the diversity and complexity of socio-political and socio-economic relations in which representatives of all groups of society take part: state structures, science, public, state-public and commercial organizations, enterprises, associations, etc. The sports industry as a social institution solves important state tasks, while ensuring the development of the form and new content of the national sports and recreation system and social communications. Therefore, the development, taking into account the Uzbek and international experience in conducting innovative activities and the introduction of the best strategies for innovative development is one of the tasks of the modern development of the sports industry. [12]

During the study, an assessment of the state of the sports goods market (sports equipment, sportswear, equipment and accessories) was carried out; issues of sports business management through effective branding and rebranding technologies, advertising, PR technologies were considered; organizational technologies for working with sponsors and spectators (fans) were presented. [13]

Information model of the innovative sphere of the sports industry. Based on the generally accepted methods of model description, the global innovative market of the sports industry can be conditionally represented as a system that consists of three blocks. [14]

The block "Scientific innovation sphere". The improvement of the scientific innovation sphere involves the creation of scientific innovations; industry innovations and technologies that create new technologies. This includes various elements and factors that define this sphere and influence it: new ideas and images, innovators, innovators, copyright, intellectual property, investors, investments and innovative development strategies. This set of elements allows us to describe the characteristics, development process and problems of the sports industry market in general and the innovative sports industry market in particular. [15]

The production and trade sports management block is a trade and market sphere for the sale of sporting goods and services. This includes various elements and factors that define and influence this sector of the economy: manufacturers, sellers and consumers of sporting goods and services.

In the study of the strategy of behavior of enterprises and sellers in the market of sporting goods and services in order to further develop an innovative product, the leading place is given to marketing research, which allows to assess the market situation on the basis of scientific methods.

In the course of work, performing educational and educational functions, the teacher contacts students, sometimes with their parents, other teachers, the university management, higher organizations. This allows him to be aware of the personal characteristics of the student, innovations in the field of pedagogy, in the field of educational technologies, to navigate in the context of reforms of the education system as a whole.

Considering sports marketing through the prism of business philosophy, it can be noted that it is primarily aimed at meeting the needs of the buyer. Sports marketing as a way of thinking and actions carried out in relation to the subjects of the marketing process not only fulfills the function of realizing existing needs, but also influences the formation of new tasks aimed at personal

growth, that is, it provides opportunities, means and technologies for the development of human potential.

The sports pedagogy block is a field of training. This includes various elements and factors that define this sphere and influence it: scientists, teachers, athletes, coaches, sports doctors and referees of sports competitions, etc.

Practice shows that it is not enough for an athlete to have only abilities to win. This requires modern training methods, equipment, sports equipment, which can be found out only through marketing research of the sports industry and analysis of all information about the best achievements of athletes, about new scientific developments in sports medicine, physiology, biomechanics, pharmacology, psychology, management. This means that in order to achieve the highest sports results, it is necessary to carry out a continuous search for new training methods in order to improve sports results, taking into account that "the universal criterion for classifying various types of sports confrontations are dynamic and spatio-temporal features of information exchange between the opposing sides in the process of the competition itself."

Based on the presented theoretical constructions and using Uzbek and international experience in the analysis of existing strategies for the implementation of innovative ideas and sports and wellness projects, blocks of new solutions for the sports industry market were assembled from existing elements of the problem field.

The strategy of scientific and pedagogical innovation in the field of physical education and sports is based on solving interrelated issues:

- Strategic vision and ability to turn a mission into a specific goal and mission;
- Develop strategies for achieving goals and objectives;
- Competently and effectively implement and implement the adopted strategy.
- To evaluate the results of activities, to study new directions and to develop a long-term direction, based on the objectives of the strategy or on the current experience, the methods of its implementation, the implementation of changing conditions, the implementation of actions in relation to new ideas and opportunities.

The purpose of physical education processes in higher educational institutions will be the development of highly qualified, competent specialists.

The objectives of physical education training of students are described as follows:

- Educating students as competent, spiritually mature, cocktail-loving specialists;
- To strengthen the health of students, improve the functions of the body, establish a healthy lifestyle, ensure the conduct of high-efficiency activities during education;
- Physical qualities strength, endurance, agility, dexterity and elasticity;
- Organization of professional practical training in accordance with professional activities;
- Formation of theoretical knowledge on physical education and sports activities;
- Provision of professional training of physical education and sportsmen, physical education teachers and sports coaches, referees;
- Improvement of sports skills of highly qualified athletes;
- Formation of interests and exteriors for regular physical education and sports activities in students.

The processes of physical education of students are organized in accordance with their state of

health, physical development and physical training, levels of sports skills and professional activities. The processes of protection of the health of students and physical education are one of the main tasks of educational institutions. The organization of the processes of physical education and sports recovery of students is responsible for the teachers of the Faculty of physical culture or the Department of physical education. These processes are headed by the head of the higher educational institution, his place in working with young people, chairman and members of the students' society. Also in the organization of mass physical education and sports events, members of the Sports Association perform the main task [2].

## **CONCLUSION**

In the place of the conclusion, it is worth noting that the social factor, as the main factor motivating a person to sports activities, plays a dominant role, as well as its individual characteristics, is one of the main factors. As an Individual factor, the willpower of the athlete takes a special place, and this factor, which directs the activity of the athlete in competitions, exercises and the acquisition of theoretical knowledge, manifests itself as a goal, guiding confidence in victory. The athlete also has to show others what he or she is capable of and what his or her physical strength is working towards victory. And this will be the willpower of the directing force, giving him the main encouragement. For this reason, the training and strengthening of the willpower act as a factor affecting the participation of athletes in the field of sports by world psychologists remains one of the issues that today's importance requires.

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