

**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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