

EVALUATION OF PROSPECTIVE ORGANIZATIONAL AND ECONOMIC MECHANISMS OF IMPLEMENTATION OF SPORTS SERVICES

Mukhsinova Zuhra Anvarovna

Master's degree student

Resume. Humanity society development present sports services at the stage social - economic of the system important structural part and service show of the field promising is a segment . With sports regularly engage in ecological to the situation attention work hard and medical service quality increase with one in line population health , therefore too long for term in perspective of the population economic activity storage and of strengthening main factors is considered

Key words sports services , social and economic system , physical education

Last one how many ten in annuals of the population to regular sports activities attraction to be done with one in line , various in size and preparation level sports events attention commercialization and attraction make , entertainment , value increase with depends again a parallel trend observed . Sports competitions transfer and internet technologies and artificial of intellect new innovative possibilities in the field of sports through services get opportunities expanded. [2, 4] Let's say maybe sports services show of the process society interests and physical education and in the field of sports state policy point of view in terms of the most acceptable results of sports events organizers commerce achievements besides , healthy marriage style promote to do goals reach intended.[4]

Modern society advanced development to the stage entered, then socio-economic and political changes humanity values and ideals decision find , developed economy and stable democratic the system to create directed . In this process important place of a person vital activity , his health and marriage style (HLS), as well as physical education and of sports main structural part (JS and S) with depends issues occupies .[5]

Physical education and in the field of sports changes done increase main condition of the state of citizens life quality , health and well-being increase , age generation spiritual and moral in education mature find for conditions in creation place with organic depends., physical education and of sports material and technical base formation , his socio-economic problems solution of reaching important tool as importance increase important is a factor. [2]

JS and S services the market innovative development mechanism improvement in Uzbekistan priority to the task is spinning. Therefore, JS and S services of the market activity show mechanism and innovative development improvement necessary will

be.[5]

So doing research topic current is theoretical and practical important have Dissertation this services quality manage processes every bilaterally learning based sports services quality of management organizational and economic mechanism work exit according to scientific research is considered This the problem solution to do not only population health indicator , maybe of citizens patriotism degree , as well as state , commercial and public structures service show field in order put and to support social orientation increases .

Sports services people between communication, active empty the time organize is enough and bad dependency habits , empty marriage style alternative as view can This from positions come came out without , sports services of a person physical , social and spiritual abilities self come true release within a person values development , improvement , preservation and recovery with depends of activity important is a factor . Sports services patriotism level to increase adding weighty contribution their quality manage processes importance more increases.[8]

Sports services quality manage issues state at the level of the economy commerce is also special in the sector attention but , unfortunately , this studies very scattered Current sports services at the time quality manage process methodical of provision the only one approach there is it's not . Sports services quality efficient of management organizational and economic mechanisms and tools enough level work not released and practical to the activity current not done .

The world Every sport in history always public in his life leader place occupied Today's the field of sports development and to himself special Demand and properties have has been of activity separately types as major sports and entertainment events manage process optimization issues in Uzbekistan held different scale international competitions relationship with especially current being is going Sports and entertainment events high level organize reach to Uzbekistan not only sports development and to him interest , maybe our country image improve and his athletic prowess status strengthening enable gives .[10]

The above are sports and entertainment services of showing organizational and management mechanism improvement forms , methods and methods to learn dedicated dissertation research problems relevance shows .[3]

Some scientific sports service in works when you say of consumers health improve according to separately needs complete satisfying economic and social in terms of based on development system , later high good quality services show and real consumption to do system to be understood need emphasized . [8].

From this besides , sports service means sports and physical exercises of transfer one series organize done forms , that's it including training processes organize reach programs collection to be understood said that it is necessary point of view look there

is . Also the author According to sports services , sports and physical education to publicize directed various sports and entertainment events transfer own into take needed [4].

Finally, Drobotov SE own sports services in the article of consumers abilities increase point of view in terms of their spiritual and physical needs satisfy with depends has been of activity different fields , as well as in sports design and order necessity emphasizes [7]. This in performances to attend and to certain sports results reach of consumers to himself has been respect increases and them patriotism in the spirit in education important factor to be can

Above of the said all of them physical education , health and sports services concepts they are fundamental differences between existence because of to separate importance and necessity to understand possibility will give . That's a lot in terms of sports services show often to sports results to achieve to provide directed if it is physical education services show of consumers health storage and strengthening point of view in terms of needs to satisfy focus with depend Physical education and wellness services of showing important structural part of sports- fitness events preparation and later on done increase will be Sports services show sports and entertainment events transfer with depends in the country to young people about and patriotism of politics important part as view can

Come on , in general Sports services in Uzbekistan show dynamics about information present we will

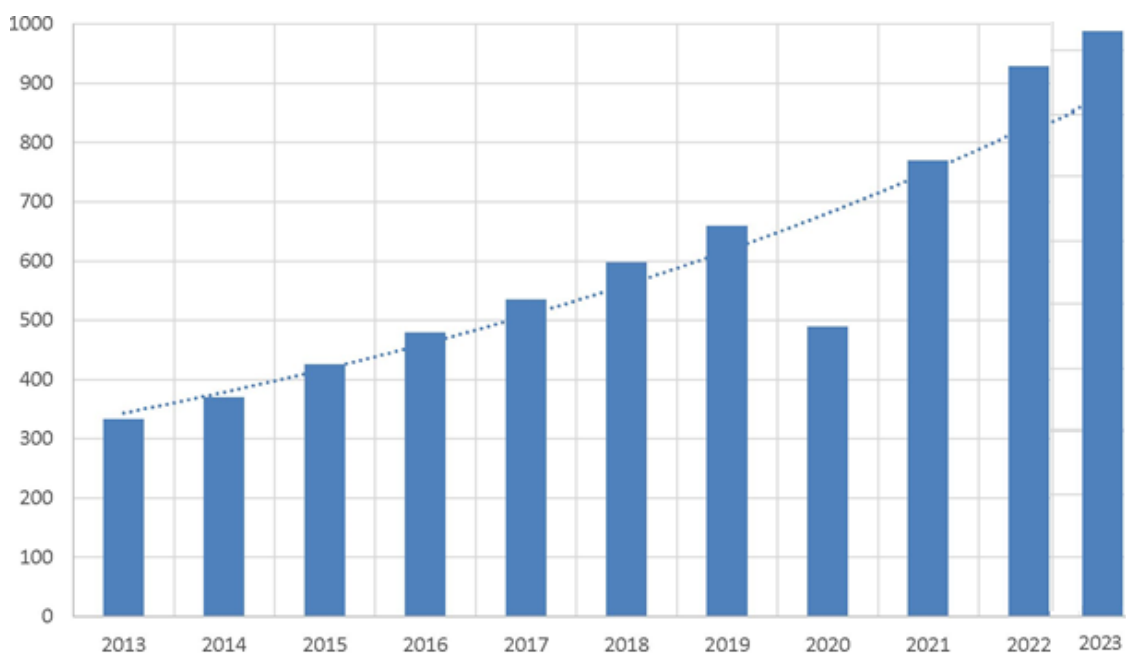


Figure 1 - in 2013-2023 population soul per head physical education and paid sports services of size dynamics, in soums .

The data in Fig. 1 seeing except for 2020 to the population displayed paid sports services of size constant growth trend note we reach it is possible and the COVID-19 pandemic the majority economic and social to areas effect with depend Presentation Sports services provided of size the most big growth from the pandemic next year 2021 is characteristic (from 50 percent more than). 2022 year and in 2023 yearly growth pace about 20 % organize did That's it with together in the last 10 years to the population paid sports services show of size average yearly growth pace about 14 percent organize did What we say Sports services in Uzbekistan market active is developing . Sports services in Uzbekistan of the market development the truth , as well as the population sports life in between style of the public growth , sports services showing new centers and sports facilities opening , sports services share increase such as the facts with is confirmed . sports services consumers between disabled people and others

References

1. Gusinets, E.V. Physical culture and sport as a socio-economic phenomenon in the national economy of the Republic of Belarus / E.V. Gusinets // News of the Gomel State. University named after F. Skorina. – 2016. – No. 5 (98). – P. 10 Fischer, S. Economics / S. Fischer, R. Dornbusch, R. Schmalenzi; lane from English from 2nd ed. – M.: Delo, 2007. – 864 p.
2. Scherer, F. Structure of industry markets / F. Scherer, D. Ross; lane from English – M.: IPFRA-M, 2017. – VI. – 698 p.
3. Market of services in an innovative economy: features and development prospects. – M., 2009. – 361 p.
4. Lambin, J.J. Market-oriented management / Zh.Zh. Lamben; lane from English ; edited by V.B. Kolchanov. – St. Petersburg. : Peter, 2004. – 800 p.
5. State regulation of a market economy: textbook / edited by. ed. IN AND. Kushlina. – 3rd ed., add. and processed – M.: Publishing house RAGS, 2018. – 616 p.
6. Gusinets, E.V. Features of the market for physical culture services in the Russian Federation and the Republic of Belarus / E.V. Gusinets, I.V. Enchenko // News of the Gomel State. University named after F. Skorina. – 2017. – No. 2 (101). – pp. 158–162.
7. Gusinets, E.V. Physical culture and sport in the economy and life of society of the Republic of Belarus / E.V. Gusinets, N.S. Kazantseva, N.V. Dergunova // Current state of the problem and prospects for the development of industrial science: mat. All-Russian scientific conference with international participation, Moscow, November 10–25, 2016 / Moscow State University of Transport of Emperor Nicholas II. – M.: Publishing house. “Pero”, 2016. – 543 p.
8. Enchenko I.V. Analysis of the current state and methodological recommendations for the development of adaptive physical culture in Russia and Belarus [Electronic resource] / I.V. Enchenko,
9. E.V. Gusinets, N.V. Dergunova // Modern scientific research and innovation. – 2017. – No. 1. – Access mode: <http://web.snauka.ru/issues/2017/01/76901>. – Access date: 08/26/2018.
10. Lipsits, I.V. Economics: a textbook for university students / I.V. Lipsitz. – 3rd ed., erased. – M.: Omega-L, 2007. – 656 p.