

**SPORT MANAGEMENT THROUGH NATIONAL AND  
INTERNATIONAL SPORTS ORGANIZATIONS**

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***Annotation:*** *in this created state, sports management is organized through national and international sports organizations. Upravlenie sistemoy sporta osnovyvaetsya na teorii upravleniya, menedzhmenta.*

***Key words:*** *management, sport, administration.*

Effective activities in elite sports, as in professional sports, require an effective system for managing the activities of athletes and sports teams.

In the specialized sports literature, the following definitions of the concept “sports management mechanism” are formulated: a management mechanism is an interconnected set of forms and methods that ensures the effective implementation of the goals of sports activity and the most complete satisfaction of social, collective and individual characteristics in a specific time scale of sports activity.

Management of the sports system is based on the theory of management and management.

To effectively manage the training and competitive processes, it is necessary to resolve issues of improving the structure of organizational forms of management, choosing criteria for assessing various aspects of athletes’ preparedness, using quantitative information with a qualitative analysis of various characteristics of athletes’ motor activity, etc. (1).

As you know, system management is defined as a continuous, goal-oriented process carried out using various methods and means to achieve optimal results. The main task of management is to create such forms and conditions under which activities would proceed with maximum effect at minimum costs, with the least loss of resources. All this fully applies to the sports training system.

In relation to elite sports, this is a function of organized systems that determine the strategy for the development of sports, the growth of sports results and achievements in the international arena. Zh.K. Kholodov (2) in the management system identifies the organizational structure of management and the mechanism that ensures the functioning of the training system and the achievement of the goal. By organizational structure he understands the totality of interrelations and subordination of various sports organizations, bringing individual components into a single management system, corrective actions aimed at achieving goals under various changes in external conditions and the internal state of the system. Control mechanisms are complexes of various methods, techniques, means and incentives that are used in managing the training of athletes.

Managing the activities of sports teams is the methodological and methodological basis of the entire process of their preparation. In relation to elite sports, we use the following concept of the term “management”: “management is one of the elements of organized systems of various natures, ensuring the preservation of their structure, maintenance of activities and, ultimately, the implementation of programs and goals of these systems” (3). Management as a function of an organized system is designed to ensure the implementation of training goals, since in this case the target function of management is the achievement of planned sports performance by sports teams and individual athletes in major competitions (4).

At present, there is no doubt that managing the system of training athletes is a very complex form of intellectual activity, that the processes of competitions and preparation for them must be controlled. In concrete terms, management in

elite sports is a function of organized systems that determine the strategy for the development of sports, the growth of sports results and achievements in the international arena.

The management system includes an organizational structure and a mechanism (process) that ensures the functioning of the system and the achievement of its goals. An organizational structure is a set of relationships and subordination of various government and sports organizations, the goals, objectives and functions of the system as a whole and its individual components (subsystems), information flows between them (5). The main elements of such a system are the subsystems of competitions, training, scientific and methodological support, financing, and logistics.

The control mechanism is a complex of various methods, means, incentives that are used by participants in the management of Olympic preparation (5).

In recent years, the vocabulary of sports managers, as well as scientists, sociologists and sports economists, has included the term “management” - as an analogue to the term “management”. Having put an equal sign between these terms, it should be emphasized that the meaning of the second is somewhat broader - it is used in relation to various spheres of human activity.

The term “management” is usually used by specialists in relation to the theory and practice of managing socio-economic processes in a market economy. In this regard, the process of managing sports training can be considered at various levels: federal, departmental, local; at the level of a sports federation, national team; in the “coach-athlete”, “coach-playing team” system.

At all levels of management, a single three-fold algorithm can be distinguished:

- direct communication through which commands are transmitted, what the athlete or team should do;

- feedback coming from the performer to the control, through which information is received about the condition of athletes and teams and about changes in their condition after the execution of control commands;

- analysis of the information received and making adjustments (5).

The 20th century experienced the powerful influence of management ideas on all aspects of the life of society, organizations and people. It was during this period that management emerged as a function and a process, as an art and a science. The principles, forms and methods of management have spread from the business sphere to organizations and institutions in science, education, healthcare, sports, etc.

At the same time, there is growing recognition of the fact that management is the field of activity of professionally trained people (organization personnel) who possess the art of management. Consequently, the most important role in management is given to the person, his talent, abilities, knowledge and skills. This is especially important for Russia, where complex restructuring processes are taking place, the effectiveness of which depends on the organization of management. This fully applies to sports, especially elite sports and professional sports (6).

The structure of the Olympic training system in our country has developed historically. It includes a large number of different organizations and is of a state-public nature. Within the framework of most organizational structures included in the system, both public sports and elite sports are currently managed.

In an extremely complex organizational structure, it is very difficult to achieve integration, cooperation, coordination and overcome functional isolation and narrow departmental goals. During Olympic preparation, the management process is cyclical; four-year and annual macrocycles include repeating periods and stages, therefore it is possible and necessary to develop standard algorithms for the implementation of various activities, taking into account specific conditions and circumstances, which significantly increases the efficiency of

management, organizational and managerial activities and improves the final results (results of the Olympic Games) .

Using a systematic approach in managing sports training requires:  
clear definition of goals, conditions and resources of activity;  
prompt and correct monitoring of ongoing processes and work performed, the state and functioning of the internal and external environment;  
timely identification and comprehensive analysis of deviations in the planned process and their causes;  
constant initiative creativity when adjusting goals, conditions and methods of activity, while improving activity management (6).

In recent years, science and management practice in the field of physical culture and sports have focused on the sociological, socio-pedagogical and economic aspects of the activities of organizational structures and the holding of the Olympic Games. At the same time, organizational and methodological aspects of managing the process of sports training, especially at the present stage of commercialization and professionalization of elite sports, have been developed only in a limited number of studies (6).

The starting point of the book by T.Yu. Kutsevich (7) is an explanation of the author's positions regarding two terms: "management" and "administration". Governance entails the need to make decisions and create systems to implement policies. Managers are primarily concerned with making sure that all systems are working - their organization is more efficient, responsibilities are being met, and goals are being achieved. The term "administration" usually refers to the day-to-day operation of systems. Administrators are responsible for implementing decisions and day-to-day, routine but important activities. Logic, order, and method are qualities associated with good administration, while effective management involves mastery, including concepts of communication, time management, leadership, teamwork, and planning. Decision making and implementation require good administration, ensuring access to information and effective action; in the same way, administration without good management

cannot be effective. Provide an overview of the most important information - the main qualities that federation leaders need and the main tasks that the federation must perform on a daily basis.

The main organizational unit of sport in most countries is the sports club. Clubs exist to provide services to athletes and are the bodies through which the main training and competitive activities are conducted. Their membership may be open to anyone who wants to join the club, or they may be workers of a single company, professional or government organization. Clubs are members of a national federation and are therefore the main point of contact between individual athletes and the highest national body for their sport.

In many countries the service, promotion and administration of sport is facilitated through associations at local or provincial level. In general, each sport has its own group of local associations that are affiliated to the national association. Local associations give membership to clubs in their region, administer the programs of national federations and implement their programs in their region, and also have their own competition program.

Committee-based structures and their work have proven successful in most sporting organizations in the world. However, each federation faces a different situation, which means that this basic structure (and constitution) can be adapted to the circumstances in which the committees were created, the precise role of each committee and the relationships between the committees were defined.

Sports management is an interconnected set of forms and methods of direct and indirect, formal and informal influence, economic, social, organizational, and legal influence. They are used comprehensively, however, at certain stages of the management process some of them have priority.

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