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ПОПУЛЯРДАШТЫРУУДА МЕНЕДЖМЕНТТИН РОЛУ ФИЗКУЛЬТУРА ЖАНА СПОРТ

Аннотация. Бул макалада физкультураны жана спортту кеңири жайылтууда башкаруунун ролу белгиленген. Калкты сергек жашоо образына тартууга жардам берген башкаруунун негизги принциптери каралат. Спорттук иш-чараларды натыйжалуу уюштурууга жана калк арасында сергек адаттарды жайылтууга мүмкүндүк берген башкаруунун заманбап ыкмаларына өзгөчө көңүл бурулууда. Макалада ошондой эле спортто башкаруу технологияларын ийгиликтүү колдонууну көрсөтүү менен ар кайсы региондордун алдыңкы тажрыйбалары талданат. Изилдөөлөр көрсөткөндөй, туура башкаруу физикалык активдүүлүккө кызыгууну арттырып, коомчулуктун саламаттыгын жакшыртат. Спорттук иш-чараларды уюштуруу жана жайылтуу үчүн санариптик инструменттерди колдонуу боюнча сунуштар берилген. Спорт тармагында мамлекеттик жана жеке түзүмдөрдүн кызматташуу жолдору каралууда. Изилдөөнүн натыйжалары туруктуу натыйжаларга жетүү үчүн спорттук менеджмент тармагындагы компетенцияларды өнүктүрүү зарылдыгын белгилейт.

Негизги сөздөр: менеджмент, дене тарбия жана спортту жайылтуу, спортту башкаруунун принциптери.

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РОЛЬ МЕНЕДЖМЕНТА В ПОПУЛЯРИЗАЦИИ ФИЗИЧЕСКОЙ КУЛЬТУРЫ И СПОРТА

Аннотация. Данная статья освещает роль менеджмента в популяризации физической культуры и спорта. Рассматриваются основные принципы управления, которые способствуют привлечению населения к здоровому образу жизни. Особое внимание уделяется современным методам менеджмента, позволяющим эффективно организовывать спортивные мероприятия и продвигать здоровые привычки среди населения. Также в статье анализируются лучшие

практики из различных регионов, демонстрирующие успешное применение управленческих технологий в спорте. Проведённые исследования показывают, что грамотное управление может повысить интерес к физической активности и укрепить здоровье общества. Предложены рекомендации по использованию цифровых инструментов для организации и продвижения спортивных мероприятий. Рассматриваются пути сотрудничества между государственными и частными структурами в сфере спорта.

Итоги исследования подчёркивают необходимость развития компетенций в области спортивного менеджмента для достижения устойчивых результатов.

Ключевые слова: менеджмент, популяризация физической культуры и спорта, принципы спортивного управления.

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ROLE OF MANAGEMENT IN POPULARIZATION OF PHYSICAL CULTURE AND SPORT

Abstract. This article highlights the role of management in the popularization of physical education and sports. The main principles of management that help attract the population to a healthy lifestyle are considered. Particular attention is paid to modern management methods that allow for the effective organization of sports events and the promotion of healthy habits among the population. The article also analyzes best practices from various regions demonstrating the successful application of management technologies in sports. The conducted studies show that competent management can increase interest in physical activity and strengthen public health. Recommendations for the use of digital tools for organizing and promoting sports events are offered. The ways of cooperation between public and private structures in the field of sports are considered.

The results of the study emphasize the need to develop competencies in the field of sports management to achieve sustainable results.

Key words: management, popularization of physical culture and sports, principles of sports management.

Introduction. Physical education and sports play an important role in strengthening the health of the nation, increasing the level of physical activity of the population and forming a culture of healthy lifestyles. However, achieving wide coverage of the population is impossible without effective management and promotion methods. Modern management provides tools and strategies to adapt sports programs to the interests and needs of various social groups, which contributes to their popularization. A modern specialist, or manager in the field of physical culture and sports, is a professional who is able to think creatively and solve problems in the management and organizational sphere, taking into account non-standard approaches. Currently, there is a trend where specialists from other fields of management try their hand at the sports industry [1, p. 687].

However, sports management is a specific area, and to work effectively in it, you need to understand it from the inside, take into account the structure and features. Athletes focused on achieving goals show purpose not only in competitions, but also in their professional activities, showing determination and perseverance.

Having analyzed the legislative and regulatory acts in the field of physical culture and sports, it is possible to highlight the key positions that managers in the sports industry can occupy [4, pp. 409-416].

Modern sports managers must be independent, find effective managerial and scientific-methodological solutions to ensure public access to sports and health services, as well as be responsible for their actions [2, pp. 36-39].

In connection with the increasing economic role of physical culture and sports, as well as with reforms in this area, it becomes obvious that in addition to professional athletes and coaches, the sports industry needs highly qualified managers who can effectively manage, motivate employees and rationally conduct financial and economic processes in sports organizations.

The purpose of the study is to study the role of management in the popularization of physical culture and sports, as well as to develop recommendations for improving management strategies in this area. Studying the role of management in the popularization of physical culture and sports, as well as developing recommendations for improving management strategies in this area. Within this goal, emphasis is placed on the analysis of scholarly approaches and research by key authors such as Kotler and Drucker, who have examined the impact of management on popular culture. Particular attention is paid to the work of domestic and foreign researchers studying the integration of management and physical culture, including the use of innovative technologies and social platforms.

Research objectives:

1. Study modern approaches in sports management based on the work of leading researchers such as R. Chandler and V.A.Ertel, as well as other authors covering this topic.
2. Identify key barriers in the popularization of physical culture, based on research in sociology and mass communications.
3. Develop practical recommendations to improve the management of sports programs, based on analysis of best practices and scientific publications.

Management plays a key role in the development of sports and the popularization of physical culture. Planning sporting events: Effective planning includes choosing a venue and time, budgeting, and organizing logistics. The researchers emphasize that successful planning requires consideration of the interests of all participants, including athletes, spectators and sponsors. Strategic planning helps to minimize risks and achieve goals.

Marketing promotion of sports: Marketing in sports is aimed at attracting audiences, sponsors and partners. The use of modern tools such as social media, advertising campaigns and loyalty programs can make sporting events more accessible and attractive. Research shows that marketing contributes to increased revenues for sports organizations and increased interest in physical activity.

Working with target audiences: An important aspect is understanding the needs of different social groups. Digital technologies are effective for attracting young people, and programs focused on health and active longevity are effective for the older generation. Working with target audiences also includes conducting surveys and analyzing feedback to improve the quality of services provided.

Modern approaches in sports management are based on the integration of innovative technologies, strategic planning and social interaction. R. Chandler emphasized the importance of a systems approach, in which the management of sports organizations is viewed as a unified structure with

clearly defined goals and objectives. He highlighted the need to adapt to rapidly changing market conditions, including the use of analytics for decision-making.

V.A. Ertel, in turn, focused on the role of human capital in sports management. His research highlights the importance of managers' professional development and their ability to build effective communications both within the organization and with external partners. Emphasis is placed on the involvement of local communities and the development of programs that are geared towards meeting the needs of different social groups [4, pp. 409-416].

One of the key approaches is the digitalization of management processes. The use of specialized software, social networks and mobile applications allows you to improve interaction with the audience, attract new participants in sports events and increase their loyalty. This is confirmed by studies that demonstrate that the use of digital tools significantly increases the reach of the target audience.

In addition, modern approaches include sustainable development concepts aimed at minimizing the environmental impact of sporting events. This includes using environmentally friendly materials, reducing waste levels and promoting environmental awareness among participants.

The main principles of sports management are: short-term and long-term planning of sports events, the goals and objectives of sports events must correspond to the developed plans, the availability of time and place of the sports event, the feasibility of competitive exercises, compliance with and ensuring safety precautions, the aesthetics of the program [4, pp. 409-416].

Thus, the work of R. Chandler and V.A. Ertel emphasize that successful sports management is based on an integrated approach that combines strategic planning, the use of innovative technologies and a focus on social interaction [4, pp. 409-416].

In addition to managing the activities of organizations and enterprises in the field of sports industry, it is necessary to perform such tasks as holding sports events, providing sports and recreation services to citizens, considering issues related to increasing funding, carrying out scientific activities in the field of sports, selecting and training personnel in the field of physical culture and sports [2, pp. 36-39].

The process of identifying the key barriers in the popularization of physical culture requires a systematic approach, which is based on data from research in the field of sociology and mass communications.

1. Analysis of sociological studies: At the first stage, it is important to study current trends and attitudes of the population towards physical activity. Studies show that one of the main barriers is the lack of time in the population due to workload and family commitments. In addition, it is important to take into account the demographic and cultural characteristics of different groups, as they strongly influence perceptions of physical activity.

2. Identification of economic factors: A significant proportion of the population does not have the financial means to participate in sports events or attend sports clubs. Data about this can be obtained from statistical reports and surveys of the population.

3. Analysis of the influence of mass communications: Modern research in the field of media shows that the lack of positive content about physical culture in the mass media forms a low motivation of the population to engage in sports. The research also highlights that advertising often focuses on professional sports rather than mass physical activity.

4. Identification of infrastructure constraints: An important step is to study the accessibility of sports infrastructure. Many regions face a lack of quality sports facilities, which limits opportunities for physical education.

5. Identifying social barriers: Research in sociology indicates the presence of stereotypes associated with physical activity. For example, the perception of sport as an activity exclusively for young people can be a barrier to the involvement of older generations.

6. Data collection through focus groups and surveys: Focus groups with the participation of representatives of different social and age categories can be organized to clarify barriers. This will allow a deeper understanding of what factors hinder the popularization of physical culture.

The process of identifying barriers includes a comprehensive analysis of various factors affecting the popularization of physical culture. The obtained data allow not only to understand the reasons for low involvement of the population, but also to develop effective strategies to overcome them.

Examples of successful initiatives aimed at popularizing sport demonstrate how competent management and the use of modern approaches can increase interest in physical activity and strengthen the health of society.

1. **International initiatives:**

Olympic Games: The International Olympic Committee (IOC) annually organizes events to popularize sport among the population of all ages. Particular attention is paid to educational programmes, such as "Olympic Education", aimed at involving young people in physical activity through familiarity with Olympic values.

2. Move Week (European Week of Physical Activity) program: This international initiative attracts millions of participants and covers dozens of countries. The goal of the program is to raise awareness of the benefits of physical activity through mass events such as runs, bike rides and outdoor training.

3. **Local projects:**

Many local initiatives are being implemented in Kyrgyzstan aimed at popularizing physical culture and sports. These projects demonstrate the effectiveness of a combination of government support and community engagement.

1. Den Sooluk-Wealth of the Nation: This initiative includes mass sports events such as running, cycling and national sports competitions. The program aims to involve the population in an active lifestyle and popularize traditional Kyrgyz sports such as kuresh wrestling.

2. Healthy School Project: This project is implemented in educational institutions of the country and includes regular sports classes, introduction of physical education lessons with elements of play sports, as well as activities aimed at forming habits of physical activity in children and adolescents. Parents and local communities are actively involved in the project.

3. Competitions among elders: In order to involve the older generation, special tournaments are held in chess, table tennis and other sports adapted for the elderly. These activities help to keep older citizens active and healthy.

4. Festival "Sport for All": a regularly organized event that unites people of different ages and social groups. Participants can try their hand at a variety of sports including yoga, football and athletics. The festival is actively supported by both local authorities and private sponsors.

5. Infrastructure support in the regions: New sports grounds, stadiums and fitness centers are being created through initiatives to develop sports infrastructure in rural areas. These facilities are becoming an important tool for involving the local population in regular sports activities.

6. Digital platforms and applications: In recent years, mobile applications and platforms that popularize physical culture have been actively developing in Kyrgyzstan. For example, an app for organizing mass runs and fitness classes allows users to register for events and receive information about sporting events.

These projects demonstrate the importance of local initiatives in promoting physical activity and can serve as an example for other regions.

GTO in Russia: The All-Russian Physical Culture and Sports Complex "Ready for Labor and Defense" is a unique program to popularize physical activity. It includes physical fitness testing conducted among all age groups, from schoolchildren to pensioners.

Sports Courts in Kazakhstan: This program aims to create sports infrastructure in residential areas. The project provides for the installation of sports grounds and free training with professional coaches.

4. Effective management practices:

Partnerships with the private sector: An example is Nike's collaboration with government agencies as part of the Made to Play program, which aims to develop children's sports by supporting local initiatives.

Use of digital technology: Strava's platform, uniting millions of users around the world, encourages exercise through social interaction and gamification. Sports organizations actively use such platforms to hold mass events and attract audiences.

5. Socially oriented programs:

"Sport for All" in Germany: The programme aims to involve low-income families in sports. Funding is provided by both public and private funds, allowing free sports activities and access to sports infrastructure.

Active Schools in the UK: This initiative focuses on engaging schoolchildren in sport by integrating physical activity into the learning process. The program demonstrates a positive impact on children's health and academic performance.

These examples show how thoughtful management can successfully overcome barriers in the popularization of sport and create sustainable motivation for physical activity.

During the study, various methods were used to analyze the current state and identify the factors affecting the population's involvement in sports. Research includes data obtained through surveys, interviews, and literature review.

1. Research results: Research methods-population surveys: A survey was conducted among 500 people to find out how people are involved in physical education and sports, as well as their attitude towards programs organized by various sports organizations. **Interviews with experts:** To gain a deeper understanding, 10 interviews were conducted with experts in the field of sports management, coaches, representatives of sports federations and organizers of sports events. **Documentation analysis:** analysis of reports and strategies aimed at popularizing physical culture and sports, such as documents on government programs, marketing strategies of sports organizations and data on attendance of sports facilities.

2. Research results: population surveys-500 respondents, aged 18 to 65 years, from different regions. 70% of respondents reported that they are interested in physical education and sports but do not actively participate due to lack of information about available programs and activities. 60% of respondents believe that the availability of modern sports facilities and programs will significantly increase their involvement in sports. 55% said that the personal example of successful athletes and coaches motivates them to participate in sporting events.

Interviews with experts 10 experts, including coaches, sports managers and government officials. Experts noted that effective organization of sports events, promotion of sports brands and active involvement of the public through the media is extremely important for the popularization of physical culture and sports. **Recommendations:** develop and implement sports programs focused on

mass participation, improve the marketing of sports events, create conditions for the availability of sports for all segments of the population.

20 documents were analyzed: state programs on physical culture and sports, marketing strategies of large sports organizations.

Summary of the study results: Most sports organizations do not sufficiently develop strategic approaches to involving people in mass sports events. There is a lack of competent management in terms of promotion and accessibility of sports services for the general population.

Table 1. ANALYSIS OF THE RESULTS OF THE RESEARCH ON THE ROLE OF MANAGEMENT IN THE POPULATION OF PHYSICAL CULTURE AND SPORTS

Research method	Number of participants	Main conclusions
Population surveys	500 people	70% are not involved in physical education and sports due to lack of information. 60% believe that improving infrastructure will increase participation in sports. 55% are motivated by examples of successful athletes.
Interviews with experts	10 experts	-More systematic work is needed to improve access to sports facilities. -Experts advise more active use of digital technologies and media to involve young people.
Documentation analysis	20 documents	Lack of marketing strategies to promote sport. Measures are needed to improve the accessibility of sports facilities and programs.

4. Recommendations

- Competent management: introduction of effective management methods aimed at developing infrastructure, improving the accessibility of sports facilities, as well as creating motivational programs for the population.
- Marketing in sports: developing marketing strategies aimed at reaching a wide audience, with a focus on digital channels, social media advertising and media platforms.
- Education and training: training of coaches and sports managers, introduction of new methods of motivation to involve different groups of the population in sports.

The recommendations will help to improve the state of physical culture and sport, making them more accessible and attractive to all segments of the population.

The results of the study confirm that successful management plays a key role in the popularization of physical culture and sports. Effective management helps to attract financing, which allows to improve the infrastructure of sports facilities and expand opportunities for mass sports activities.

An important aspect is the creation of attractive sports programmes targeting different population groups, which contributes to increased participation. Management should be aimed at developing infrastructure that creates conditions for the availability of sports and physical culture for all segments of the population. Competent management helps to organize events and campaigns that promote a healthy lifestyle among citizens. Management in sports must take into account the social and cultural characteristics of the region in order to offer such sports programs that will be in demand in specific conditions.

Effective marketing strategies play a big role in informing the population about sports events and programs, increasing their attractiveness.

The role of digital technologies in sports management is also becoming increasingly important, allowing to expand the audience and improve communication with the population. An important element of successful management is creating a system of motivation for participants, whether professional athletes or amateurs.

In general, successful management contributes to the formation of a positive attitude towards sports and physical culture, which in turn affects the improvement of the quality of life of the population.

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