

Features of modern professional sports management and factors of its development

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Annotation: This article talks about the features of modern professional sports management and its development factors. It is also revealed how important aspects of sports management are today.

Keywords: sport, management, professional sports management, modern sports management and sports business.

The President of our country, Shavkat Mirziyoev, in his speech at the joint meeting of the Legislative Chamber and the Senate of the Oliy Majlis of the Republic of Uzbekistan, said, "In order to effectively organize the activities of network and regional leaders, we need to move to a modern management system. Heads of ministries and departments should change their working methods and learn to take responsibility and accountability. Promoting and implementing new initiatives to solve the problems of the population and entrepreneurs should become the main criterion for evaluating the performance of leaders. "We should not forget, even for a second, that problems that are not solved on time will have a negative impact on the mood and living conditions of the local population."

In our country, the sports industry, which is being formed together with modern enterprises and organizations that meet world standards, plays an important role in the development of the social sphere and its integral part of physical education and sports. Physical education and sports management is of great importance in the provision of physical education and sports services, i.e. in increasing the standard of living of the population and the health environment.

The characteristics of modern professional sports management, based on the content and essence of professional sports, began to be formed in the USA, Canada, Australia and a number of European, Latin American and Asian countries. The most professional sports in foreign countries are: football, hockey, basketball, tennis, boxing.

According to the experts engaged in modern sports management abroad, management of various types of professional sports abroad is inextricably linked with the national traditions and history of each country, the emergence of new types of financial sources, innovations and changes in sports. shows that it is Historically, three models of professional sports management have been formed: the American model of professional sports management, the European model of professional sports management, and the Latin American model of professional sports management.

Features of modern professional sports management are derived from the content and essence of professional sports and economic relations in it. Indicators that distinguish professional sports from other types of physical education and sports activities and determine the characteristics of professional sports management are as follows:

1. Independence of professional sports.

2. The fact that professional sports have the nature of self-management.
3. Ownership of professional sports is not in state ownership or in private ownership.
4. Covering expenses in professional sports at his own expense (samo-okupaemost).
5. Self-financing of professional sports development.

These characteristics of professional sports also impose special requirements on its management, for example, the activity should be oriented towards business and entrepreneurship. The characteristics of business and entrepreneurship in professional sports management are mainly determined by the following factors: the characteristics of the country, region and continent where professional sports are formed, the characteristics of the social and political system of a country where professional sports exist, the inclination of the population to professional sports or its mentality, etc.

A set of these and similar factors helps to determine the approach to the development of professional sports and the model of professional sports management.

From the point of view of modern professional sports management, two types of sports development can be seen:

1. Commercial professional sports.
2. Commercialization of professional sports.

The first, i.e. commercial professional sports, is based on maximum income and profit, and pure sports activities and sports achievements are the way to achieve commercial goals. This method is more prevalent in American professional sports.

The second method is more typical of international and European professional sports, and in the first place, a lot of attention is paid to the development of professional sports. Here, the leading and main condition of the professional sports business is that all the services of the management should be directed to sports results and increasing the enthusiasm of sports fighting.

So, in modern professional sports management, two directions of commerce and entrepreneurship can be observed:

- 1) the professional sport of tabrikorlik;
- 2) professional sports business.

The implementation of both methods based on the laws of the market economy leads to their mutual integration to a certain extent. Therefore, their sources of income can be said to be the same and they mainly consist of the following: income from the sale of subscriptions and tickets, income from the sale of the right to broadcast professional sports competitions in the media, funds from sponsors and advertisers, etc. But, in addition, there are also specific differences between them.

In professional sports, in addition to the disparities in the target groups, there are differences in the composition of incomes, for example, organizations engaged in professional sports business in many ways and in many cases use financial resources provided by the state, the usual state support is a grant or federal subsidy, and the financial resources of regional and municipal bodies. will consist of debts. Entrepreneurial professional sports figures have been demonstrating the possibility of earning income from pure market sources. At present, the most important, most convenient and most profitable thing for them is the income from the sale of the right to televise the competitions. However, as we said above, the activities of representatives of both methods in cooperation based on the laws of the market economy are becoming the main tradition.

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