

THE CONTENT OF INFORMATION SUPPORT FOR MANAGEMENT IN PHYSICAL CULTURE AND SPORTS

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Annotation

One of the important grounds for classifying information is its content. On this basis, the information necessary for the implementation of management in physical culture and sports can be divided into ideological, conceptual, methodological and factual. From these positions, we will consider in more detail the content of information support for management (management) in physical culture and sports.

Keywords: sport, physical culture, sport management, information, ICT, computer, Internet. Worldview information (in a broad sense) In its content, it represents a system of generalized views on the objective world and man's place in it, on people's attitude to the reality around them and to themselves, as well as their beliefs, ideals, principles of cognition and activity conditioned by these views.

From the point of view of physical culture and sports management, ideological information is of fundamental importance, reflecting people's attitude to physical culture and sports activities in the form of a comprehensive description of their needs for physical exercises and various sports, etc.

Physical education and sports activities are carried out by schoolchildren on the basis of various target settings.

The results of the conducted research allowed us to draw the following generalizing conclusions, which are of fundamental importance for the management of physical culture and sports.

The need for physical education and sports activities in the "schoolchildren" segment of the physical education and sports services market is extremely high.

Organizations producing physical culture and sports services are currently unable to provide their potential consumers with an appropriate range and level of service provision. In this regard, the number of schoolchildren who consume physical education and sports services decreases significantly with age.

Many students prefer to practice not one, but several sports at the same time. In this regard, the creation of centers and multidisciplinary clubs that cultivate the most popular sports among schoolchildren of different genders and ages is more promising than the organization of sections and groups for individual sports.

High-performance sports are not ideal for schoolchildren, therefore, classes in sports clubs will not currently find a significant number of consumers in this market segment.

The influence of physical education teachers on the worldview of schoolchildren of different genders and ages in relation to physical culture and sports activities has an extremely low rating.

Conceptual information in its content represents the results of fundamental research characterizing the essence of phenomena that occur in the field of physical culture and sports. The research data indicate the presence of the following basic facts in the development of physical culture and sports at the stage of formation of market relations:

- currently, only 8-10% of the population in Uzbekistan are engaged in physical culture and sports, whereas in economically developed countries of the world this figure exceeds, as a rule, 40%;
- the real volume of motor activity of pupils and students does not ensure the full development and strengthening of their health: the number of those classified as a special medical group for health reasons is constantly increasing, the prevalence of physical inactivity among schoolchildren has reached 80%;
- in the new socio-economic conditions, negative changes have occurred in the formulation of physical culture, recreation and sports work in labor collectives: a multiple increase in the cost of physical culture and sports services has made institutions of physical culture and sports, tourism and recreation inaccessible to many millions of workers;
- the one-time capacity of the network of sports and recreation and sports facilities is only 17% of the standard of security;
- for some sports in Russia, there are no modern technically equipped sports facilities where you can prepare for participation in the Olympic Games and other major international competitions;
- the sectoral regulatory framework does not allow the exercise of the rights of every citizen of Uzbekistan to engage in physical culture and sports;
- there is an almost complete lack of promotion of a healthy lifestyle and values of physical culture and sports in the media, especially on television, etc.

The purpose of the Concept is to increase the number of people engaged in physical culture and sports, improve physical fitness and physical development of the population of the Federation, and decent performance of athletes at the Olympic Games and international competitions.

The main tasks for the development of physical culture and sports in the near future: ensuring equal opportunities for citizens to engage in physical education and sports, regardless of their income and well-being;

implementation of federal and territorial target programs, federal and regional laws and other legal and regulatory acts aimed at creating conditions for the development of physical culture and sports;

improving the quality of physical education and education of the population, especially among children and youth;

formation of the population's sustained interest and need for regular physical education and sports and healthy lifestyle skills, especially among children and adolescents, increasing the level of education in the field of physical culture, sports and a healthy lifestyle;

creation of an effective system for training high-class athletes;

strengthening the material and technical sports base for physical education and sports.

The system of measures for the implementation of the tasks formulated in the Concept provides:

creation of organizational and managerial, regulatory, logistical, socio-pedagogical and biomedical conditions for the involvement of various categories and groups of the population in regular physical education and sports, training of high-class athletes;

ensuring an interdepartmental and multi-level approach to the organization of recreation for the population, contributing to the formation of a healthy lifestyle, the basic element of which is physical culture and sports;

creation of a permanent information and propaganda and educational system aimed at involving people in active physical education and sports at all stages of human life.

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