

## MARKETING TIZIMINI TAKOMILLASHTIRISH ORQALI SPORT TASHKILOTLARI FAOLIYATI SAMARADORLIGINI OSHIRISH YO'LLARI

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**Annotatsiya.** Ushbu maqola mamlakatimizda sport sohasida amalga oshirilayotgan islohatlar hamda jismoniy tarbiya va sport menejerlari sohasidagi mutaxassisnlarni tayyorlash sifatiga qo'yiladigan modellarga qaratilgan.

**Kalit so'zlar:** Jismoniy tarbiya, sport va turizm sohasi, "Jismoniy tarbiya va sport sohasida kadrlarni tayyorlash hamda ilmiy tadqiqotlar tizimini yanada takomillashtirish choratadbirlari to'g'risida"gi qarori.

## WAYS TO INCREASE THE EFFICIENCY OF SPORTS ORGANIZATIONS BY IMPROVING THE MARKETING SYSTEM

**Abstract.** This article focuses on the reforms implemented in the field of sports in our country and the models for the quality of training of specialists in the field of physical education and sports managers.

**Keywords:** physical education, sports and tourism, the decision "On measures to further improve the system of training and scientific research in the field of physical education and sports".

## ПУТИ ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ СПОРТИВНЫХ ОРГАНИЗАЦИЙ ПУТЕМ СОВЕРШЕНСТВОВАНИЯ СИСТЕМЫ МАРКЕТИНГА

**Аннотация.** В данной статье рассматриваются реформы, реализуемые в сфере спорта в нашей стране, и модели качества подготовки специалистов в области физического воспитания и спортивных менеджеров.

**Ключевые слова:** физическое воспитание, спорт и туризм, решение «О мерах по дальнейшему совершенствованию системы подготовки кадров и научных исследований в области физического воспитания и спорта».

Zamonaviy dunyoda sportga, sog'lom turmush tarziga, to'g'ri ovqatlanishga bo'lgan qiziqishni oshirish tendentsiyasi mavjud. Sport sohasi rivojlanishda to'xtamaydi, atrofida ma'lum bir ijtimoiy, iqtisodiy, davlat muhitini yaratadi. Sport inshootlari jadal rivojlanmoqda, sport mahsulotlari va xizmatlarini ishlab chiqarish sanoati rivojlanmoqda, sport namoyishlari va bayramlar tobora ko'payib bormoqda, har joyda sport bilan bog'liq billboardlarda reklamalarni ko'rishingiz mumkin.

Sport aholiga, nafaqat professional sportchilarga, balki ko'plab odamlarning turmush tarziga kuchli ta'sir ko'rsatadi. Sport faoliyat doirasini kengaytirdi, yanada qulay va demokratik

bo'ldi. Yaqin-yaqingacha, sportchi sport maydonchalarida har doim o'tkazgan va mukofot olgan barcha hayotlarini sportga bag'ishlaganlar deb atashlari mumkin edi. Endi sport mavzusiga hech qanday aloqasi bo'lmagan har qanday kishi deyarli o'zini sportchi deb atashlari mumkin, bu faqat fitness klubiga tashrif buyurish yoki bog'da kechqurun mashq qilishmi. Zamonaviy sport nafaqat odamlarni tiklashning universal mexanizmi, balki insonni o'z-o'zini anglash usuli bo'lib, so'nggi yillarda sport zamonaviy inson qadriyatlarini tizimida yetakchi o'rinlardan birini egallaydi. Bunday mashhurlik bilan sport sohasida ishlaydigan kompaniyalar iste'molchilarga to'g'ri ta'sir ko'rsatish uchun marketing faoliyatiga yondashuvlarini qayta ko'rib chiqishlari kerak.

Shunday qilib, ish mavzusining dolzarbligi aholi o'rtasida sportning ommaviyligini oshirish, sport sohasida faoliyat yuritayotgan kompaniyalarning samarali marketing faoliyatining ahamiyatini oshirish bilan bog'liq.

Yangilik sport marketingi uchun nazariy asosning etishmasligi. Biroq, biz sport marketingi masalalarini o'rganishga bag'ishlangan Rossiyada nashr qilingan ma'lumotlarni, internet manbalari bilan birgalikda xorijiy ma'lumotlarni tahlil qildik.

Ushbu ishning maqsadi sport sohasidagi marketing faoliyatining o'ziga xos xususiyatlarini o'rganish, muayyan tashkilotning marketing amaliyotini tahlil qilish, aholi o'rtasida sportni targ'ib qilish, marketing faoliyatini takomillashtirish bo'yicha tavsiyalarni ishlab chiqish uchun bevosita va bilvosita xizmat ko'rsatishdir.

Ushbu maqsadga erishish uchun quyidagi vazifalar belgilandi:

- \* sportni boshqarishda marketingning xususiyatlarini o'rganish;
- \* sport xizmatlari bozorida iste'molchini tanlashning asosiy parametrlarini ko'rib chiqing;
- \* sportda marketing faoliyatining xususiyatlarini tahlil qilish;
- \* "Shirintoy" bolalar markazi misolida marketing faoliyatini tahlil qilish
- \* sportni samarali joylashtirish va sport sohasida marketing kompleksini takomillashtirish orqali kompaniyaning marketing faoliyatini takomillashtirish bo'yicha tavsiyalar berish.

Tadqiqot ob'ekti "Shirintoy" bolalar markazi - "Shirintoy" bolalar markazining marketing faoliyati bo'lib xizmat qildi.

Taqdim etilgan mavzuni tahlil qilish va natijalarni talqin qilish uchun ushbu mavzuni o'rganishning turli usullari ishlatilgan. Sifatli tadqiqot o'tkazish uchun chuqur intervyu berish usuli tanlandi. O'tkazilgan chuqur suhbatning asosiy maqsadi sportning potentsial iste'molchilarini nima qiziqtirayotganini, tanlangan auditoriya uchun eng mos bo'lgan axborot xabarini bilish, shuningdek, sportda marketingning qo'llanilishi haqida o'z fikrlarini bilish edi.

Tadqiqot sport haqida batafsil va chuqur ma'lumot olish uchun turli yoshdagi shaxslarni qabul qildi. Asosiy respondentlar sifatida bolalar markazi rahbarlari, murabbiy va o'qituvchilar, shuningdek, "Shirintoy" bolalar markazida ishtirok etgan respondentlar so'zga chiqdilar. Sifatli tadqiqot respondentlari tomonidan berilgan javoblar asosida miqdoriy tadqiqotlar o'tkazish uchun so'rovnoma tuzildi.

Miqdoriy tadqiqotlar Internet so'rovnomasi usuli bilan amalga oshirildi. Ushbu vosita sifatida Google xizmati ishlatilgan shakllar, respondentlarning javoblari olingan va keyinchalik tahlil qilingan va talqin qilingan. Masalan, sport bilan shug'ullanadigan yoki ularni bajarish istagi va niyatiga ega bo'lgan respondentlar tanlangan. Sport bilan shug'ullanishga to'sqinlik qiladigan

va bu qiziqishlarga ega bo'lmagan sog'liqni saqlash muammolari bo'lgan respondentlar chiqarib tashlandi.

Shuningdek, statistika ma'lumotlari, nashrlar, xorijiy va mahalliy tadqiqot, kon - salting kompaniyalari hisobotlari va axborot-tahlil portallari yig'ilib, qayta ishlangan.

Magistrlik dissertatsiyasining birinchi bobida marketing faoliyatining nazariy asoslari va sport sohasida marketingni qo'llashning o'ziga xos xususiyatlari ko'rib chiqiladi. Ikkinchi qism esa "Shirintoy" bolalar markazi misolida sport sohasida marketing faoliyati amaliyotini tahlil qilish bilan bog'liq. Yakuniy bobda marketing faoliyatini takomillashtirish bo'yicha ishlab chiqilgan tavsiyalar keltirilgan.

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