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**ON THE QUESTION OF ORGANIZING MASS, SIMPLE COMPETITIONS FOR ALL
WHO WANT TO PARTICIPATE**

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Abstract: Fundamentally new methodological approaches to the management of sports and mass events are presented, which serve as a means of strengthening the health of the nation and its improvement.

Key words: physical education, mass sports, sports and health events, sports competitions.

Introduction

In Uzbekistan, the development of mass physical education and sports is a matter of national importance, and the country's future success largely depends on the timely and effective implementation of this process. Consequently, improving the conditions for every citizen to engage in physical education and sports is not merely a financial issue but a scientific and methodological challenge. The system of physical education and sports, as well as the promotion of mass sports, must correspond to the existing socio-economic and ideological conditions of the country.

On the one hand, the state provides comprehensive support for the development of high-performance sports and pays special attention to the achievements of athletes on the international stage. Mass sports serve as the foundation ("basis") for the development of elite athletes, while the success of prominent sports figures inspires younger generations to pursue sports activities. On the other hand, when physical education and sports are integrated into the holistic system of youth education, the involvement of young people in mass sports becomes an effective tool for strengthening national health and improving physical development.

The purpose of this study is to examine existing methods of managing state programs aimed at developing mass sports and wellness activities in Uzbekistan.

Research methods and organization. This article is based on methodological sources, the authors' scientific works related to the effective management of state projects, and official regulatory documents. Modern analytical tools and comparative analysis methods were used in the course of the research.

Results and Discussion

The management of sports and mass physical culture events must be based on fundamentally new methodological approaches. The bodies responsible for physical education and sports, as well as all related organizations, should focus on creating conditions that promote physical activity and a healthy lifestyle. These processes must rely on the latest achievements in physiology, psychology, biochemistry, sociology, and other sciences that study the human condition in its various aspects.

According to the Resolution of the President of the Republic of Uzbekistan No. 201 dated April 11, 2022, "On measures to bring the involvement of youth in mass sports in mahallas to a new level", special attention is given to strengthening the material and technical base for sports in local communities, equipping sports facilities with modern equipment, and creating inclusive

sports infrastructure for young people with disabilities. The resolution also emphasizes the need to promote a healthy lifestyle among the wider population, particularly youth, by organizing mass sports competitions; increasing youth participation in sports; developing mechanisms to support family sports; and encouraging physical education teachers and coaches whose students achieve success in competitions.

Sports competitions play a decisive role in increasing public interest and participation in mass sports. Organizing simple, open competitions accessible to everyone without preliminary qualification or restrictions is a key mechanism for promoting physical fitness and health. To stimulate public engagement in competitions across all demographic groups, it is necessary to improve the organizational and educational foundations of sports management and ensure that each participant competes with peers of similar age and skill levels.

The focus of sports organizers and managers should shift from purely “sporting” issues to “human-centered” ones — from “Which sport should be developed?” to “Who needs help discovering sports for themselves?” It is important to determine which types of physical activity and sports are most suitable for mass participation and how to design new competitive formats that make sports accessible to people of different skill levels and objectives.

Methodological approaches to managing mass sports events include the development of plans, regulations, programs, and other organizational documents, as well as providing material, technical, and informational support for events. Preparation for opening and closing ceremonies is also part of this process. The system for organizing and conducting sports events is based on the following principles: hierarchy, transparency and democracy, economic efficiency, and comprehensiveness.

However, several challenges persist in managing mass sports activities, such as the imbalance between targeted priorities and resources allocated to elite sports versus mass sports; lack of clearly defined goals; insufficient funding; inefficiency of management systems and governing bodies; weak regional and local governance; and the commercialization of sports, which transforms it into a show or an economic enterprise rather than a social good.

After analyzing existing scientific and methodological sources, several solutions were identified to address these problems:

1. Studying and adapting international experience in developing and managing mass sports practices in different regions of the country;
2. Developing methodological and empirical tools for comparative research on mass sports;
3. Justifying project proposals for the development of mass sports based on the optimal adaptation of international experience to local conditions;
4. Expanding public involvement in positive physical activities, organizing community-based sports, and promoting population health as a national priority.

Overall, the study demonstrates that the effective management of mass sports requires not only organizational efficiency but also scientific, educational, and social innovation. The integration of interdisciplinary research, technological modernization, and community participation forms the foundation for the sustainable development of physical culture and mass sports in Uzbekistan.

Conclusion

Engaging the public in mass sports events can have a positive impact on their overall success, as it contributes to the popularization of sports and fosters a society oriented toward a healthy lifestyle. Open invitations for participation help attract people of all ages and skill levels, cultivating a spirit of friendship, mutual support, and community through simple, accessible competitions. When properly organized, such mass events and amateur tournaments not only encourage direct involvement but also strengthen the positive image of sports within the country. This, in turn, can have a long-term influence on both economic and social development by

promoting active citizenship, improving public health, and reinforcing national unity through sports culture.

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