

# ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW

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# DIRECTIONS OF INNOVATIVE DEVELOPMENT OF CHILDREN'S SPORTS INFRASTRUCTURE

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**Annotation:** human life is in constant motion, everything changes, so innovation is not physical culture and sports. A few years ago, it was difficult to imagine the relationship between a smartphone and sports, but now they are with each other. News helps organize classes at a high level, assimilate materials well, as well as make education more interesting. In this regard, the article defines the importance of introducing innovative technologies into the process of Physical Education Culture and sports.

**Keywords:** Innovation, Sports, Physical Culture, innovative technologies, innovation, health, motivation, infrastructure.

In recent years, consistent measures have been implemented in the Republic to popularize Physical Culture and sports, promote a healthy lifestyle among the population, create the necessary conditions for the physical rehabilitation of persons with disabilities, and ensure worthy participation of the country in international sports fields. At the same time, there is a need to introduce into practice specific programs that contribute to the strengthening of the health of the population in the field of physical education and sports, to widely involve young people in sports and to qualify talented athletes from among them, to form national teams with skilled athletes who provide high results in sports and create additional conditions Literature analysis and methodology in order to establish priorities aimed at gaining the skills and knowledge of the population in the field of physical education and sports, to introduce innovative forms and methods into the selection (selection) process of talented athletes in order to form a comprehensively mature and physically healthy person with a high culture in the country: 1. The following should be defined as the main areas of reform of the physical education and sports system until 2025: increasing the total number of people regularly engaged in physical education and sports by up to 30%, the total number of young people engaged in sports organizations and institutions by up to 20%; quality composition of trainers and specialists in state sports; development and implementation of an effective and transparent four – stage organization-District (City)-territory-Republic system of selection (selection) of talented athletes from among young people in places; in order to popularize physical education among a wide range of the population, including students of Secondary Schools, students and students of professional and higher educational institutions, to identify their gifted among them —the festival of Sports of Secondary Schools —the development of a system for conducting a step-by-step (District/City, territory, Republic) examination of an institution with developed physical; Since 2020 in the field of sports —Tashkent Marathon International Marathon, —Save Aral international ecomarafon, sports tourism through systematic holding of auto and motocross sports competitions development; implementation of tests of the level of physical fitness among all segments of the population; Organization of scientific and complex laboratories for athletes of national teams in sports, introduction of advanced innovative technologies in the preparation process and establishment of effective medical and pharmacological supply in the field of sports; Results and discussions introduction of a mechanism for regular in-depth

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medical examination of members of the regional national team under the age of 18 in the junior departments of regional children's multidisciplinary medical centers and members of the regional national team older than them in the district (city) multidisciplinary central polyclinics; implementation of a system for obtaining doping test samples; establishment of a system for training professional athletes by creating the infrastructure of Winter Olympic sports, popularization of these sports; establishment of an Olympic Training Center in the Bostanlyk district, Tashkent region for systematic training of sports delegations of Uzbekistan to prestigious sports competitions; establishment of hospitality services in order to attract foreign athletes and fans and to effectively use the sports infrastructure,; to establish the necessary measures to increase the participation of the private sector in the field of sports, including to reduce the share of the state in sports organizations; to expand the system of additional financing of sports through the organization of sports lotteries; to establish the activities of elective classes and circles in sports included in the program of Army Games —for students; April of physical education and health, sports facilities and institutions, the wide introduction of modern information and communication technologies into the management system, including-Sport.uz ensuring the connection of sports facilities to telecommunication networks through the information system; implementation of systematic measures to increase the development and popularity of national sports, their inclusion in the programs of Asia and the Olympic Games. 2. The following: concept of development of Physical Culture and sports in the Republic of Uzbekistan until 2025 (next-concept); target indicators of the concept of development of Physical Culture and sports in the Republic of Uzbekistan until 2025; implementation of the concept of development of physical education and sports in the Republic of Uzbekistan until 2025 in 2020 — road map list of specialization of It should be noted that the target indicators and main directions provided for by the concept are determined annually according to The based calculations of the Ministry of Tourism and sports of the Republic of Uzbekistan, as well as within the framework of budget funds allocated for the financing of these events, which are approved by the Cabinet of Ministers

-It is carried out in stages through a road map. The main source of development and strengthening of human health resources is regular exercise throughout a person's life. This is a science of "Physical Culture" in educational institutions, designed to improve the health of a person, to form his need for systematic physical education and sports. But the modern system of Physical Education reveals a number of contradictions in the process of its development and improvement. The main ones are: - the contradiction with the leading values of a healthy lifestyle and the lack of the need for physical education and sports of the majority of the population; • the difference between the declared goals of physical education and the real possibilities of their implementation for each individual person; • the presence of a line of content " health-improving systems of physical; The following is the content of specific tools and methods used in the process of spiritual and spiritual training of athletes (A. V. Rodionov, on the proposal of 1995) will highlight the classification. According to the purpose of application, the means and methods of spiritual and spiritual preparation are divided into: 1) mobilizing (mobilizing); 2) Corrector (Corrector); 3) relaxant (relaxing). According to the content, the means and methods of spiritual and spiritual preparation are divided into the following groups (fig.:

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- 1) psychological-pedagogical (persuasive, guiding, moving, moral-organizing, socio organizing and their combinations);
- 2) mainly psychological (subjective, that is, mental, in which the influence of speech and nature is carried out together; socio playful, their combinations);
- 3) mainly psychophysiological (apparatus, psychopharmacological, respiratory, their combinations).

By the sphere of influence, the means and methods of spiritual and spiritual training are divided into: 1) means aimed at the correction of the perceptual-psychomotor sphere (that is, qualities associated with the acceptance of the situation and motor actions); 2) means of influencing the intellectual Sphere; 3) means of influencing the volitional sphere; 4) means of influencing the emotional sphere; 5) means of influencing The means and methods of spiritual and spiritual training according to the addressee (the affected person) are divided into: 1) means aimed at spiritual and spiritual training of the Coach; 2) means of directly managing an athlete or team. By the time of application, the means and skills of spiritual and spiritual preparation are divided into:

warning; 2) took a competition; 3) competition; 4) post-competition. According to the nature of application, they are divided into self – regulation (autotaasir) and heteroregulation (exposure to other participants in the pedagogical process – a coach, a psychologist, a doctor, a masseur, etc.). The exact choice of means and methods is significantly influenced by the time factor, the place of the competition, the socio – psychological state in the team, the individual characteristics of the athlete. Mobilizing means and methods will be aimed at raising the spiritual and spiritual tone, the formation of an instruction for the active intellectual and motor activity of the athlete. These include verbal means such as self-command, persuasion; psychic regulatory training ("mobilizing" option), psychic regulatory exercises such as concentration (concentration) exercises; acupuncture awakening option, physiological response tools such as Wake-Up massage are included. Summing up, we can say that in this article, Human Life is in constant motion, everything changes, so innovations are not physical culture and sports. A few years ago, it was difficult to imagine the relationship between a smartphone and sports, but now they are with each other.

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