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Increasing the potential of training specialists in physical culture for a modern market economy

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Abstract

Purpose: "Modernization of trends in the concept of holistic and methodological design of the system of training physical education specialists for professional activity in the conditions of a modern market economy".

Methods: 1. Pedagogical experience, 2. theoretical analysis of educational process documents, 3. pedagogical observation, 4. questionnaire survey, 5. methodology for determining managerial abilities, 6. pedagogical testing of the structure of mental abilities, 7. sociological analysis, 8. mathematical statistics and other methods used.

Results: The assessment of the stability of professional interest in points reflects the measure of growth while maintaining students' interest in classes.

In the control group, the score of this component is 3.9± 0.7 points, which is significantly (P<0.05) higher than the initial indicator (2,6±1,1). Growth in the experimental group is even more important. Here, the differences between the initial (3.1±0.8) and final (4.2±0.6) scores are significant at P<0.01. In this section, the final results of the experimental group were higher than those of the control group (P<0,05).

Conlcusion: In the control group, the situation remains unsupported by self-responsibility in the status of the profession (18.2+4.1 at the beginning of the experiment-18.7± 4.5 at the end). Here, the content of professional potential is supported by highlighting the background factors of sports marketing resources. In the experimental group, emotionally positive ideas about the network of physical education professions increase (from 23.9± 5.5 to 35.0± 6.2), whereas in the control group such a situation is not observed.

Keywords: market economy, constructive and technological, student, model, intellectualism, cognitivism, trend, creativity, sports management.

Introduction

Like other areas, physical education and sports also require financial costs, but due to the resulting social effect, they repeatedly cover the costs of production in the sports field. Spending on physical education and sports is an investment in human health that determines the quality of a country's workforce.

However, today the effectiveness of the physical education system and its component areas requires a large number of processes. In the conditions of a modern market economy, the functioning and further development of the field of "physical culture" includes a constant search for additional sources of financing, innovative means of competition and market relations. The main directions of increasing the competitiveness of services in the field of "physical culture and sports" are not only their high quality and average price, but also the skillful management of services in the market space and on time.

Bringing the state youth policy to a new level, effectively solving urgent problems of sports development, improving and coordinating the joint activities of state and non -governmental organizations in these areas, as well as the qualitative implementation of the tasks defined by the Strategy "Uzbekistan — 2030" in the "Year of Youth and Business Support", as well as the Decree of the President of the Republic of Uzbekistan dated 01/22/2024 No. PF-18 "On measures to improve the public administration system in the field of youth policy and sports" identified priority areas of management and development of the sports sphere (2, 5).

The issues of professional training of students of higher educational institutions specializing in physical culture and sports are reflected in the research of K.D.Yarashev, Gulomov, R.X.Nabiullin, G.Z.Kamilova, E.Mahmudov, V.V.Abramova, G.D.Bukharova, N.V.Mosina, A.I.Rublev, etc., aimed at studying the issues of professional training of students based on a competence-based approach.

The research of I.V.Gladkaya, N.Y.Yerofeeva, N.F.Efremova, I.A.Zimnaya is devoted to the controversial issues of defining sports marketing competencies, their essence and structure. With their research experience, T.V.Nesterenko and L.Y.Petrova have proven the effectiveness of organizing physical education and popularizing sports at industrial enterprises, organizing major sporting events, and attracting young people to mass sports.

Results and discussion

The research uses such methods as theoretical analysis and generalization of educational process documents, pedagogical observation, questionnaire, methods for determining managerial abilities, pedagogical testing of the structure of mental abilities,

Table 1. Conceptual scheme of the project on the formation of professional readiness of future specialists in physical education and sports (additions to the existing education

Strategic directions	Targeted strategies	Tasks	Special courses that implement the main tasks and their replacement
1	2	3	4
Strategy of preparation for educational activities	Academic performance	1. Formation of educational skills; Development of independence in studying and mastering a profession; Development of personal professional inclinations, general abilities; Self-learning and self-management of aspirations and professional dreams.	Sports management (block of general humanitarian and socio-economic sciences, 64 hours of general work intensity, 1 semester)
	Formation of general ideas about professional activity and methods of preparation for it.	1. Formation of general knowledge about work, ideas about self-realization in the profession, types of career; 2. Formation of skills for analyzing the structure and conjuncture of the professional labor market; 3. Formation of skills to analyze the possibilities of training and professional development in the field of professional activity;	Professional self-determination and its place in human life (block of general humanitarian and socio-economic sciences, university component 48 hours of total labor intensity, 2 semesters)

Table 2. Changing the attitude of the students of the experimental group to their professional activities

Personal characteristics	Indicators		The validity of the differences (II)
	Initial (x±g)	Last (x±g)	
Stability of professional interest	2,9±1,4	4,0±0,8	<0,01
Aptitude for Sports marketing activities	7,3±2,2	9,5±2,7	<0,01
Professional interest:	8,3±1,4	8,9±1,8	<0,05
The mental component;	6,3±2,2	12,5±1,4	<0,001
The emotional component;	6,7±3,2	8,2±0,81	>0,05

scientific and methodological literature, pedagogical experiment, theoretical analysis of sociological analysis, mathematical statistics. The assessment of the stability of professional

Table 3. Planning the direction of specialists according to the content of future activities

N	Dominant life plans of specialists (%)			
	Attention to professional development	Economic problem solving skills	Orientation of students to learning the choice of profession	Other problems
42	28	47	10,5	14,5

interest in points reflects the measure of growth while maintaining students' interest in classes. So, in the control group, the score of this component is 3.9± 0.7 points, which is higher than the reliable ($p< 0.05$) initial value (2.6±1.1). Growth in the experimental group is even more important (see table 2).

Here, the differences between the initial (3.1±0.8) and final (4.2±0.6) scores are significant at $P<0.01$. In this section, the final results of the experimental group are higher than those of the control group ($P<0,05$).

The largest percentage of specialists (96% in the group with more than 20 years of experience) they believe that it is impossible to influence another person or people (see table 2). However, 43% of specialists with 10-20 years of experience and 58% of specialists with less than 10 years of experience believe that physical impact is possible under certain conditions. Among those who consider pedagogical competence to be an interchangeable force, 56% were sports coaches and 32% were secondary school teachers.

This situation once again underlines the need to pay more attention to marketing and personality-oriented education in physical education institutions.

It is advisable to build the content and conduct of the process of preparing the future work of the branch statuses "physical education" for professional activity in a market economy, taking into account the principle of unity and struggle of globalization and regionalization, while time and space should be considered as external system-forming means and factors of the higher education system, while in the field of professional activity in the field of organization of the process of professional training of future workers of physical culture and sports, determining the content and effectiveness of individual and state

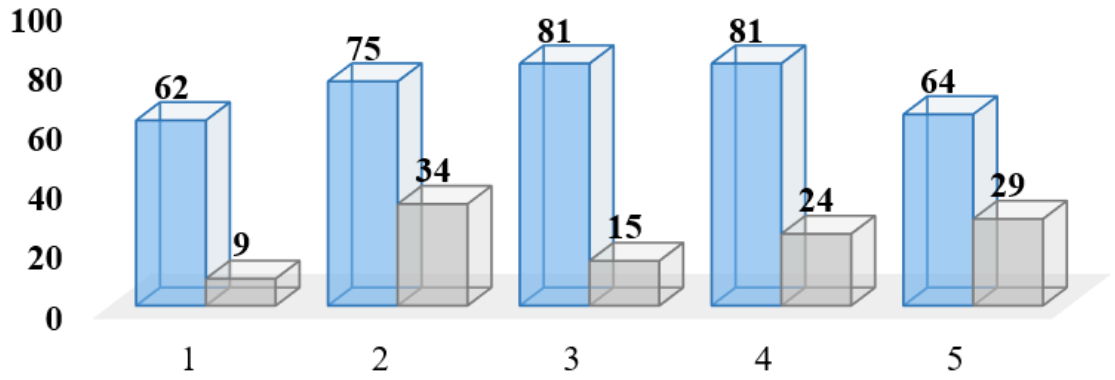


Fig1.Involvement of specialists in the process of self-transformation

-it should be based on the consideration and implementation of social needs. It is advisable to provide personality-oriented and humanistically oriented systematic training of future specialists to understand the goals, objectives of the industry and the conditions for their solution. It is also necessary to form the personal responsibility of a future physical education worker for himself.

Conclusion

A specialist in physical culture and sports should be competent in the effective use of physical culture in the education and upbringing of the population, its improvement, the development of a healthy lifestyle, and the preparation of athletes for high sporting results. Development of the infrastructure of the physical culture and sports system and improvement of financial support for physical culture and sports activities (development of measures to ensure the innovative nature of the creation and development of infrastructure in the field of physical culture and sports, determination of performance indicators for the use of sports facilities, provision of sports facilities with necessary sports equipment and equipment for physical culture and sports) improvement, modernization of enterprises, production of goods for physical education and sports, It is necessary to develop comprehensive measures for the development of small businesses and public-private enterprises.

In the control group, the situation remains unsupported by self-responsibility in the status of the profession (18.2+4.1 at the beginning of the experience-18.7± 4.5 at the end). Here, the content of the professional potential of sports marketing is supported by the compensation of resources by background factors. In the experimental group, emotionally positive perceptions increase in relation to the field of physical education professions (from 23.9± 5.5 to 35.0± 6.2), whereas in the control group such a situation is not observed.

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