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Types, Features and Strategies of the Market and Sports Services

**Abbasov Bahadir
Asatillaevich,**

Senior Lecturer at Tashkent Financial Institute

ABSTRACT

This article provides information about the types and features of the market of physical education and sports services, as well as marketing strategies specific to this market.

Keywords:

service, service industry management, service market, revenue, consumer budget, expensive services, additional resources, local industry, service market, inflation rate, political stability and defense services, standard of living.

The strategy of socio-economic reform, which has unfolded in our country, inevitably affects the system of physical culture. In the context of the establishment of market relations, competition is becoming an integral part of the culture of business activity of domestic physical culture and sports organizations.

In the most general terms, competition is understood as a rivalry between market entities engaged in the same type of activity and interested in achieving the same goals. From the point of view of marketing, **competition** is a struggle for the client (for the buyer's money by satisfying his needs).

In the market of physical culture and sports services, there are several types of competitive relations and competing organizations entering into them.

Intersectoral competition to physical culture and sports organizations consists primarily of organizations producing other (non-physical culture and sports) social and cultural services. In such a role are music and art

schools, theater studios, schools of folk crafts, scientific circles, etc., allowing to satisfy similar higher needs as physical exercises and sports (for example, the needs for communication, achievements, success, respect, self-expression, etc.). These organizations do not directly enter the market of physical culture and sports services, but, claiming the free time and budget of the consumer, their successes significantly reduce the demand for these services.

At the intra-industry level, competitors are physical culture and sports organizations, for example, sports complexes, fitness centers, sports palaces, fitness clubs, children's and youth physical training clubs, etc. Between the listed organizations, there are three types of competition: functional, species and marketing.

Functional competition is a consequence of the fact that any need in principle can be satisfied in various ways. Thus, the need for movement, health promotion or physical improvement can be satisfied through classes in a fitness club, swimming pool, ice palace, water park, sports and recreation center, tennis club,

etc. These organizations act as functional competitors and compete with each other in the field of attraction. more customers.

Species competition characterizes the availability of services of the same purpose and close to each other in many respects, but differing in some essential property or properties. Species competitors are: firstly, various physical-cultural and sports organizations (such as Olympic training centers, children's and youth sports schools, sports clubs, sections operating in educational institutions and enterprises, etc.), providing services for the same sport, for example, football, and, secondly, identical sports organizations (for example, CYSS) that provide services in different sports. Signs that allow us to consider these organizations as specific competitors may be differences in programs and methods of teaching and training, in the provision of highly qualified coaches, the number and quality of sports facilities, equipment, inventory, etc.

Marketing competition arises in the case of minor differences between the services provided by various physical culture and sports organizations, or in the case of complete identity of services. It can be noted the manifestation of marketing competition between similar sports complexes located in different areas of the city, cultivating the same sports and using identical or largely similar programs, teaching and training methods, equipment and attracting specialists of the same qualification.

Inextricably linked to competition is the concept of competitiveness. From the point of view of marketing, ***the competitiveness of physical culture and sports services*** should be interpreted as a set of their qualitative (non-price) and cost characteristics that ensure the satisfaction of the specific needs of customers of sports organizations.

Competitiveness is revealed through a system of indicators, which include those properties and characteristics of the product that, on the one hand, make the product attractive to the consumer and, on the other hand, contribute to the commission of the act of purchase.

Given the lack of research in this direction, carried out on the material of the domestic market of the industry "Physical Culture and Sport", we considered it necessary to conduct our own research in order to identify indicators of the competitiveness of physical culture and sports services.

According to E. V. Pesotskaya, the image is defined as "... the totality of all representations, knowledge, experience, desires, feelings associated with a certain object (phenomenon). Its difference from the concept of "representation", which also consists of informational, emotional and motivational components, lies in the holistic perception of the object." The image combines all the ideas that are most significant in relation to the practice of the chosen sport in a particular physical culture and sports organization.

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