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MECHANISMS FOR IMPROVING THE SPORTS SECTOR MANAGEMENT OF THE REPUBLIC OF KAZAKHSTAN

The main problem in the study of sports management is the low performance of our athletes in international arenas, the article shows the financing issues with the prerequisites for solving these problems. The article shows the special place of digitalization in improving the management of Olympic and non-Olympic sports in our country.

The country's management strategy in this area for 2021–2025 allows us to draw conclusions by analyzing, comparing, and processing statistical information. In the course of innovations, such features as the sports history of athletes, the work experience of coaches, the awarding of sports titles and ranks, qualification categories, and the timing of sports events in accordance with a single sports calendar are highlighted. In order to clarify the scientific work, foreign information was used comparatively. In this direction, work is shown to align the legislative acts in the field of physical culture and sports with a number of subordinate acts.

In addition, information will be provided on the development of non-state financing of Olympic and non-Olympic sports, and on this basis, the prerequisites for work to be carried out to end state financing of the country's sports industry will be considered.

Keywords: Olympic sports, non-Olympic sports, mass sports, «E-sports», non-state financing, sports innovations, Olympics.

Introduction

The relevance of the research lies in the fact that, sustainable development of sports management and a reconsidering methods of financing, it have become one of the importance in he socio-economic development of Kazakhstan. Despite the fact that sports receive substantial support from the government, the mechanisms of its public administration and the associated financial burden remain consistently relevant issues. The inability of athletes to show the desired results on the world arena is the identification of ineffective ways of managing sports. In accordance with modern views, due to the changes in international requirements, there is a need to develop each sector at the necessary level.

In the formation of public policy, strategic planning and control of sources of continuous financing should not be neglected.

Modern economic realities require a revision of the sports sector, a reunderstanding of the role of the state in the development of the sports sector and the strengthening of mechanisms for mobilizing non-state sources of financing. This especially means the study of modern financial mechanisms, such as public-private partnerships, sponsorship, patronage, sports funds.

The President of the Republic of Kazakhstan Kassym-Jomart Kemeluly Tokayev, in his Address to the People of Kazakhstan «Kazakhstan in the Age of Artificial Intelligence: Topical Problems and Solving Them through Radical Digital Transformations», emphasized the importance of the development of mass sports, the privatization of football clubs, the cessation of budgetary financing of foreign athletes and, as the world experience shows, the need to consider professional sports as a business industry that brings significant income [1].

In the work of M. Tanikeev, it is important to generalize scientific research in the field of physical culture and sports in relation to social and national conditions at the world congresses «Modern Sport» and other major scientific forums under the auspices of the United Nations Science, Education and Culture Organization (UNESCO) It has been widely reported on several occasions [2].

According to the ethnic French Norwegian sports writer Kilian Jornet, the Olympic Games are like a system of governance, no matter how wonderful the conditions are created, the athlete is like a mysterious natural force that goes hand in hand with the inner soul of the athlete, not in every person, but in the mind of a real citizen. That is, for the continuous management of the field of physical education and sports, it is necessary to introduce the necessary changes and possibilities into the management mechanisms in a timely manner. As another example, Killian says in his book «Nothing Is Impossible» about Usain Bolt, a famous athlete from Jamaica and a multiple-time Olympic champion in athletics, «Usain every morning trains tens of thousands of kilometers naked, and during the Olympic Games he

is very nervous about going to the first qualifying competition. Looking back on his day-to-day workouts, he said he was terrified that he wouldn't be able to do it. Even if you are a distinguished athlete and all conditions are perfectly prepared for you, he says that if the mysterious power descending from above does not reach you at that very moment, it is unlikely that your fortune as an athlete will shine.

According to the data presented in the literature on sports management for higher education institutions by Muhamed Abat, sports are constantly changing over time, based on the biological and physical state of a person. These changes indicate the need to create all legal documents in accordance with the requirements of the time when the athlete and sports standards are changing. Sport is a dynamic of physical strength arising from the biological and morphological complex of a person, and it is considered correct for science to enter and focus on this area. It is said that in accordance with these changes, the structure of sports management should change. [3].

Among the scientists who analyzed the issue of financing sports in the scientific space are M. Bondarenko, E. Chernobrovkina, E. Bobrovsky discussed the issue of financing sports and physical education in the context of the pandemic. I. Tamarov studied the issue of physical education in higher education institutions [4]; [5]; [6]; [7].

There are several scholarly works devoted to the state and development prospects of the field of sports and physical education in Kazakhstan [8].

In her work, A. Nurpeisova draws attention to the imbalance between the financing of professional and mass sports in Kazakhstan. The author noted that a significant part of the budget funds is directed to the maintenance of professional football clubs, and programs for the development of youth sports and sports infrastructure are insufficiently funded [9].

International literature also focuses on the optimization of sports financing. For example, Jansen et al. (2022) proposed an approach based on modeling the allocation of funds, considering demographic and socioeconomic factors. This approach will increase the efficiency of investment in sport and ensure more equal access to sporting services for different segments of the population [10].

Materials and methods

The research methodology consists of general scientific research approaches in the field of sports, as well as comparative and systematic, SWOT, content analysis methods. In the direction of government management and improvement of the sphere of physical culture and sports, a review of scientific literature, articles, and normative documents of scientists were analyzed. The initial composition of the data included annual reports of state institutions, reports of supervisory bodies,

as well as reports of international sports associations, the works of authors engaged in scientific works in the field of this sport.

Results and analysis

Amendments and additions have been made to the Law of the Republic of Kazakhstan dated July 3, 2014, No. 228 on physical culture and sports in the field of sports. As a result of these changes, it is necessary to give the authority to approve the limits of budget funds allocated for the maintenance of professional sports clubs in team sports, to prohibit the financing of athletes who are not citizens of the Republic of Kazakhstan from budget funds, to clarify the concept of “Priority sports”, to establish the task of taking measures to prevent religious extremism and terrorism to the accredited sports federations, to confirm the requirements for accreditation of sports federations. Several sports innovations have been introduced, such as the introduction of the concept of “carrying an athlete with disabilities».

One of the main strategic documents of the next sectoral legislation in the field of physical culture and sports is the Concept «On approval of the Concept of the Development of the Physical Culture and Sports of the Republic of Kazakhstan for 2023–2029», approved by the Decree of the Government of the Republic of Kazakhstan dated March 28, 2023, No. 251 [11]. This concept is planned until 2029. It consists of 2 directions and 6 target indicators.

In the first direction, the development of mass sports is reported on the total number of people engaged in physical education in the country and their growth.

To get rid of the principles of bureaucracy in state bodies, a lot of work is being carried out, as well as in order to fully introduce vertical management tools in the field of sports, it is planned to re-develop many obstacles.

«Sport – is a possible source of self-improvement for every person» (Pierre de Coubertin) [12].

At the 2022 Winter Olympics in Huangzhou, China, Kazakhstan failed to win a single medal (in 2018, they finished 28th with 1 medal in Pyeongchang, South Korea). In addition, at the 2023 Summer Asian Games in Hangzhou, China, they won 80 medals of various levels, but finished 11th in the overall team standings (in 2018, they finished 9th with 76 medals in Jakarta, Indonesia) [13].

Following the results of the 2020 Summer Olympics in Tokyo, Kazakhstan ranked 83rd in the world rankings with 8 bronze medals (in 2016, they ranked 22nd with 17 medals in Rio de Janeiro).

At the 2024 Olympics in Paris, France, domestic athletes ranked 43rd in the overall team standings with 7 medals. At a meeting with the medalists of the 2023 Asian Games, the head of the Republic of Kazakhstan said that sports needed a new impetus. He pointed out the shortcomings in the management of domestic

sports and the financing of sports reserves. He noted that the 4-yearly world championship was an unsuccessful result for a young country like Kazakhstan, which is putting sports on a new track [1]; [13].

Financing of the sports sector has been a form of active scientific analysis in recent years, especially in the context of improving budget policy and attracting non-state sources.

In general, at the end of 2024, according to the official statistical information processed in accordance with the order of the Minister of Culture and Sports of the Republic of Kazakhstan dated October 11, 2022, No. 297 «On approval of the statistical form for conducting departmental statistical competitions and instructions for its completion», 8.5 million people or 41.5 % of the population are engaged in sports (7.0 million people or 36.2 % in 2021, 7.5 million people or 38.5 % in 2022, and 8.0 million people or 40.0 % in 2023) [14].

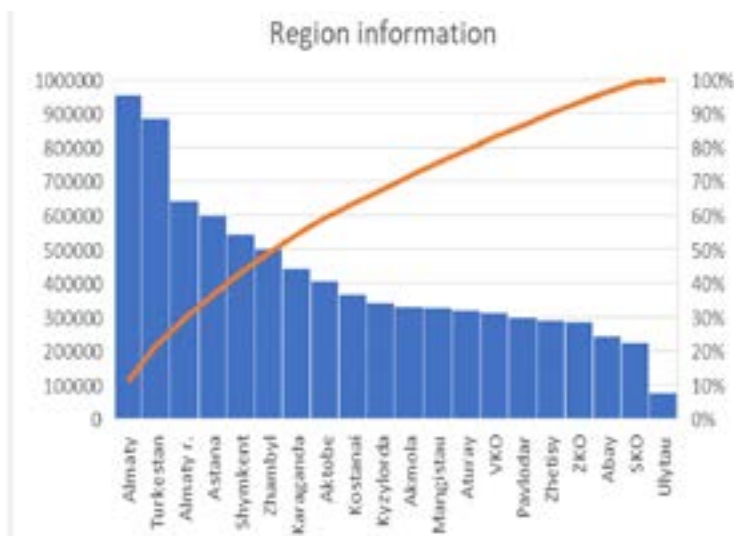


Figure 1 – The division of regions is as follows

Source: [14] based with author.

The second direction provides information on the number of medals won at official sporting events at the international level.

At the end of 2024, a total of 1,206 medals (348 gold, 411 silver, 447 bronze) were won at major international competitions (864 medals in 2023, 819 medals in 2022, 632 medals in 2021).

In the wake of the pandemic, people have become more interested in sports. It can be said that the work being done in the digitalization of the sports sector is significant.

In several developed countries of the world, “E-government” is one of the key elements of the formation of a modern society and open government. “E-government” will remove all possible administrative barriers to the provision of public services, which will allow citizens to quickly and quickly respond to issues of social and public importance without direct interaction with civil servants, as well as facilitate access to official information.

Since December 16, 1991, it has been found that in the history of independent Kazakhstan, there has been no digitization work in the field of sports. «In this direction, work is underway to optimize business processes in the field of sports by 70-80 % in the field of sports» «Innovations in the launch of the digitalized platform “E-sport” in the field of physical culture and sports».

Since there is no digitalization at all, that is, it is planned to study all spheres and accelerate the effective aspects of digitalization. First, it is planned to form a personal card of athletes, coaches’ work experience, their rating, all their sports epics will be formed electronically, and then it is planned to form a single calendar of sports and mass events and thus digitize the financial calendar with a single calendar of international sports events. The protocol formed in accordance with the results of the competition will be drawn up electronically, and in accordance with the norms and requirements for the issuance of sports titles, categories and qualification categories, athletes and coaches will be awarded qualification qualifications. Subsequently, it is planned to achieve full digitalization through the integration of all public services provided in the field of sports.

Since 2018, the budget of the sports sector has doubled and amounted to 1.4 trillion tenge. It is planned to allocate an additional 1.3 trillion tenge over the next three years. Despite the heavy funding, Kazakhstan continues to occupy low places in the number of medals and world sports rankings at the Olympic Games.[15].

The results of the study show:

– There is a huge imbalance between the financing of high-performance sports and the financing of mass sports, that is, 340 billion. And for high-performance sports, 35 billion, are directed to the development of mass sports. Since the independence, 126 foreign legionnaires have been attracted to the country, 79 of whom have actually returned to their countries.

– Sports facilities have been used for uncontrolled and unaccountable purposes.

– The financing provided at the expense of JSC «Samruk» for the maintenance of professional sports clubs was spent for ineffective purposes.

– Inefficient use of sports facilities, that is, over the past 10 years, 55 large sports facilities have been transferred to private ownership and continued to operate for inefficient purposes.

– Lastly, the results of such results as the lack of a single digitized platform for the sports industry since the years of independence, the inability of the coordinating sectoral state body to control the current situation and reports as a central governing body.

Based on the above, a number of complex problems have occurred in the financing of sports in Kazakhstan, such as corruption, inefficient use of funds and lack of digitalization. To improve the situation, it is necessary to implement measures to strengthen control, develop public-private partnerships, revise priorities in digitalization and the development of sports.

A SWOT analysis was carried out on the strategic development of the main management directions of the sectoral ministry in relation to the management of Olympic sports in the Republic of Kazakhstan. The analysis covers all aspects of the sport in a comprehensive manner.

Table 1 – A SWOT analysis was compiled by the author.

OPPORTUNITIES	SCORE	STRENGTHS	SCORE
A tool to increase tax revenues	1	Geographical and climatic conditions allow for the development of various sports throughout the year	3
Increases employment and vacancies	2	Strong support from the Head of State and the Government	3
Recognition of the national team in the international sports arena	3	Increasing funding for the development of sports every year	4
Provides foreign currency and investment flow	3	Having great potential in the younger generation	3

Provides an opportunity to develop a variety of sports throughout the year	4		
THREATS	SCORE	WEAKNESSES	SCORE
Emigration of Kazakhstan athletes to other countries.	3	Frequent restructuring of state bodies and, as a result, the transfer of this sphere to various departments	4
Threats to national security	1	Lack of capacity of coaches and physical education teachers, loss of continuity of personnel	4
Insufficient system of control and monitoring of the state of sports in the republic	2	There is no uniform distribution of sports facilities in the regions (there is no uniformity in the villages)	4
Corruption risks in the industry	5	High level of corruption wages	5
The emergence of marginalized youth in society	4	Low Status for Beginners	5
Use of athletes by criminal leaders for personal gain	3	Insufficient level of sports culture	3
		Lack of material and technical equipment of sports halls of schools and specialized children's sports schools	5

		Popular Olympic sports (football, boxing, athletics, swimming, etc.)	3
		Weak Reputation of Republican Accredited Associations in the International Arena	5
Note: This article was originally published by the author [14].			

If we pay attention to the main features of the SWOT analysis, then paying attention to all the possibilities of the sectoral ministry, the average rating was calculated as 2.6. As for the strengths of the analysis, the average rating was 3.25. The average risk assessment was calculated as 3.0. The average possible rating of the weak sides was calculated as 4.2. The results of this analysis show that the sectoral ministry is working with these weaknesses due to the overestimation of the possible weaknesses I think it is necessary. The main reasons for the weaknesses are the frequent restructuring of state bodies and as a result, the transfer of this sphere to various departments, the insufficient capacity of coaches and physical education teachers, the loss of continuity of personnel, the lack of material and technical equipment of sports halls of schools and specialized children's sports schools, the high level of corruption.

Based on the above, these consequences lead to problems in the management of Olympic and non-Olympic sports, such as inefficiency of athletes, lack of adequate training.

As a result of the work carried out in accordance with the methodologies of the above-mentioned research, as a result of working with the necessary information, a common form of strengthening of the mechanisms of financing of sports in the country in addition to the specific state budget will be formed.

In the formation of this form, the study is generalized by conducting a thorough study of international practice, comparing and forming models of non-state financing in the advanced form of management, which can be accepted by society in the manners and traditions of our people.

Overview of International Experience

In the United States, non-government funding of sports has been widely developed. They are based on personal principles. Sources of funding such as corporate sponsorship, sale of social media rights, funds from the ticketing and merchandising system, fundraising and charity, grants from foundations and private institutions, club dues and parental sponsorships are fully developed.

In France, the system of ticketing and merchandising is very widely developed, through which 70–80 % of the country's leading sports are provided with real financial support.

At present, if we consider sports digitalization at the international level, many sports events are digitized in Switzerland, Japan, Denmark and Estonia, among the leading countries in terms of sports digitalization. For example, in Japan, everything is digitized in terms of the number of people coming to and from stadiums, buying tickets, the national model for sporting events, and so on. The most important thing is to find a way to communicate effectively to people. Japan is the most experienced country in the world of sports, having hosted the Olympic Games three times (1916, 1964, 2020). Hosting the Olympics requires a lot of work, resources, and money. The International Olympic Committee (IOC) has created a favorable environment for Japan to integrate electronic websites into each other for ticket sales. However, due to the pandemic, the Olympics were held without spectators [16].

The next country is Estonia. According to the United Nations E-Government Development Index, Denmark and South Korea were in the first place at the end of 2022, while Estonia was in third place [17]. Estonia was one of the first countries in the Baltic states to start digitization. The level of independence achieved for more than 30 years is very high. The government of the country is accessible to the public, and the open information center does not cause any problems. The main feature in the field of sports is that all public services provided by the state in all sports are linked to and accessible through the e-government portal.

On the basis of international experience, using another research method, an analysis of the content of sports clubs on social networks was carried out in order to come to a specific conclusion. Based on content analysis of the official pages of sports clubs in social networks (e.g., Instagram), the concepts of «social network» and «sports» were considered, the history of social networks was briefly considered, and the basic principles of Instagram were studied. A content analysis was carried out on the accounts of four international sports clubs (2010-2025), representing various sports. The relevance of this work is determined by the following factor: the processes taking place in the sports sector are active, dynamic and continuously.

This study is aimed at analyzing the content of the Instagram pages of sports clubs. To this end, the topic can be divided into three components: social networks, sports, and content analysis.

In our understanding, a social network is a community of people who are united by common interests, a common goal, or for other reasons to communicate directly with each other.

We analyzed the accounts of 4 sports clubs on Instagram (as of September 26, 2025), which correspond to different classifications (Table 2).

Table 2 – Description of the accounts

	Kairat FC (3) Kazakhstan	Avangard (4) HC Russia	Boston Celtics BC (1) USA	Sada Cruis- ero BC (2) Brazil
Registration Time	06.2015 y. (3432 days)	07.2013 y. (4370 days)	01.2011 y. (5015 days)	11.2012 y. (4860 days)
Number of publi- cations	14,3 thousand	26 thou- sand	17,9 thousand	6751
Number of sub- scribers	388 thousand	186 thou- sand	8,4 million	429 thousand
Number of sub- scriptions	83	303	278	162
Publications for the day	2,48	3,46	10,5	4,56

Note: This article was originally published by the author [14].

After analyzing the official pages, it can be concluded that the more popular the sport, the more subscribers of these clubs (since the sport of football is popular, it is necessary to pay attention to the interest of the population, that is, here we see a large number of fans in the sport of basketball). During the study of the sheets, each sports club adheres to the colors according to their uniforms. In addition, in the official photo, special emblems of these clubs are placed on the facade of the official page.

The goals and themes of the posts on all pages are approximately the same: news, results and progress of competitions, sports and personal achievements of athletes, transfer news. Pages use the same methods of communicating with fans: comments, surveys, answers to questions, and opening direct messages.

The various types of gambling and sports, which are studied and although they have their own characteristics, give a general picture of the common principles and functions of the social network that unite them in general. Popular sports clubs, of course, are not hidden, they want to be popular on social networks by funding popularity, advertising, and other means. This function itself leads to the issuance of a report by the club rat using specific business tools. In other words, the more money is allocated to the club, the proportional growth dynamics of its popularity are observed.

As a result, all of the above allows us to conclude that the pages of the sports club on social networks, regardless of the type of sport, are subject to the same rules.

In this way, sports clubs without any inhibitions will be able to create their own financing model, opening up the mechanisms of financing through the popularity mentioned above. The popularity of sports clubs is due to the fact that they have the experience of bringing huge profits at the end of the year through marketing, advertising, money from ticket sales, advertising of games with the support of personal brands, funds from sports art boutiques. In the U.S., 40 percent of the annual income goes to the state tax authorities. As a result, the state, for its part, considers the industry as a potential industry with investment attractiveness as a model of business management, with its rapid development in the international arena without any bureaucratic obstacles to the development of sports. Individual large corporations, development funds and other institutions are investing in these sports clubs, using good sports management, trying to raise the level of shares of their institutions, and turning them into a huge source of income.

Thus, for the development of the Kazakhstani sports community in this direction, it is necessary to develop a special comprehensive plan, starting with strategic plans for the new stage, to improve all documents.

Of course, there are some things that have been done in the past, but they are still very much in the works. The main problems are that they are not being implemented correctly after various bureaucratic problems, such as the rapid and frequent change of leadership staff, low support from sponsors and expectations of great results, the lack of replenishment of their internal resources in the academic direction, and the lack of weakness in the strategic direction.

Based on the above, in the course of the study, it is necessary to consider various mechanisms for improving the management of the sphere of physical culture and sports, and to adapt them to the trend of our country.

Conclusion

Based on the qualitative analysis carried out, the results of the study form the following key conclusions.

Since the years of independence, our country's sports sector has undergone several restructurings. International sports experts analyze the results of the development of the sports industry according to the results of the Olympic Games, World Championships, World Cups, which are held every 4 years.

Regardless of the type of governance, political system and type of political culture of the state as a whole, there are analytical centers that provide state structures with analytical activities, allow not only to evaluate the formation of state policy, but also to evaluate its implementation in various spheres of society, taking into account the opinions of this center in making any important decisions [18].

As the results of the analysis show, first of all, it is necessary not only to impose the responsibility of the state to finance the development of our country's sports in international competitions, but also to use the experience of systematically promoting them abroad as a Kazakh brand and systematically conducting extra-budgetary financing through the creation of large international sports unions, as in developed countries.

Secondly, it is necessary to further improve the E-sports program, to implement it in real cases, using some elements of artificial intelligence. In order to ensure that work in this direction is continuous, it is necessary to provide all the necessary information about the biological condition of athletes, their diet and weight of sports equipment, the coordination of training on specific skills, looking at the preparation map before major international competitions, and providing the coach with all the necessary information to make the necessary decisions. In accordance with the level of the relevant competitions, it is possible to select the list of athletes participating in the competition in accordance with the detailed information of the athlete's complex physical fitness and the selection of participants according to the weight level of the athletes.

Thirdly, the work of the district sports department, regional sports departments, sports institutions subordinate to the sectoral ministry and nationally accredited federations and the central ministry is necessary to register normative legal acts related to their management, with an emphasis on sports by attracting investments in the direction of non-state financing. That is, sports that are carried out through private sources of financing for sports, it is necessary to approve in the specific qualitative regulatory legal acts on the management of professional clubs financed by non-state sources of financing of sports by the state, indicating the mechanisms of necessary management, paying special attention to digitalization, taking into account the possibilities of artificial intelligence. In this regard, the fact that the Head of State's instruction on diversification of the economy is widely applied to the field of sports, and the necessary results will further strengthen the reputation of our country in international competitions abroad.

Fourthly, it is necessary to set clear strategic objectives by making changes to the sectoral concept in the field of sports and physical education. It should play an important role in determining the specific indicators of our republic in the international arena. The names of all activities are divided into decomposed paragraphs and subparagraphs and contribute to the achievement of a specific result.

Fifthly, as the famous writer of sports, sports journalist S. Berdikulov said, «it is necessary to publicize a sports event well, to promote its course in a wonderful way, and then to stand up and announce the winners, along with the rules of public administration as a single principle of dissemination of sports events, training

sessions, physical training sets through the mass media» To be able to compete in the information field will undoubtedly increase the pride of the country and lead to popularity on a global level [19].

By improving the management of the sports industry of our country, we will achieve victorious days with the stable and thorough efforts of athletes and coaches capable of new demands.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ СПОРТ САЛАСЫН БАСҚАРУДЫ ЖЕТІЛДІРУДЕГІ МЕХАНИЗМДЕР

Спорт саласын басқаруды зерттеудегі басты мәселе ол спортшыларымыздың халықаралық ареналарда төмен нәтиже көрсетуіне байланысты, мақалада аталған мәселелерді шешудің алғышарттарымен қаржыландыру мәселелері көрсетіледі. Мақалада еліміздің олимпиадалық және олимпиадалық емес спорт түрлерін басқаруды жетілдіруде цифрландырудың алатын орны ерекше екені зерттеу барысында айтылады.

Еліміздің 2021–2025 жылдардағы осы саладағы басқару стратегиясымен статистикалық ақпараттарды талдау, салыстыру және өңдеу арқылы қорытынды шығаруға мүмкіндік жасайды. Цифрлық жаңашылдықтардың барысында спортшылардың спорт тарихы, жаттықтырушылардың еңбек тәжірибесі, спорттық атақтар мен разрядтарды, біліктілік санаттарын беру, бірыңғай спорттық күнтізбеге сәйкес спорттық іс-шаралардың мерзімінде өтуі сияқты ерекшеліктер болып отыр. Ғылыми жұмысты нақтылау үшін, шетелдік ақпараттарға шолу, оларды салыстырмалы түрде қолданып жасалды. Осы бағытта дене шынықтыру және спорт саласындағы заңнамалық актілерді жетілдіру бойынша біршама заңға тәуелді актілерге сәйкестендіру жұмыстары көрсетіледі.

Сонымен қатар, олимпиадалық және олимпиадалық емес спорт түрлерін мемлекеттік емес қаржыландыруды дамыту бойынша ақпараттар ұсынылып, соның негізінде еліміздің спорт саласын мемлекеттік қаржыландыруды тоқтату бағытында жасалатын жұмыстардың алғышарттары қарастырылатын болады.

Кілті сөздер: Олимпиадалық спорт, олимпиадалық емес спорт, бұқаралық спорт, «Е-спорт», мемлекеттік емес қаржыландыру, спорт жаңашылдықтары, олимпиада

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МЕХАНИЗМЫ СОВЕРШЕНСТВОВАНИЯ УПРАВЛЕНИЯ СПОРТИВНОЙ СФЕРОЙ РЕСПУБЛИКИ КАЗАХСТАН

Основной проблемой в исследовании спортивного управления является низкая результативность наших спортсменов на международных аренах, в статье показаны вопросы финансирования с предпосылками решения этих проблем. В статье показано особое место цифровизации в совершенствовании управления олимпийскими и неолимпийскими видами спорта в нашей стране.

Стратегия управления страной в этой сфере на 2021–2025 годы позволяет сделать выводы путем анализа, сопоставления и обработки статистической информации. В ходе цифровых нововведений выделены такие особенности, как спортивная история спортсменов, стаж работы тренеров, присвоение спортивных званий и разрядов, квалификационных категорий, а также сроки проведения спортивных мероприятий в соответствии с единым спортивным календарем. Для уточнения научной работы был использован сравнительный зарубежный обзор. В этом направлении показана работа по приведению в соответствие законодательных актов в области физической культуры и спорта с рядом подзаконных актов.

Кроме того, будет представлена информация о развитии негосударственного финансирования олимпийских и неолимпийских видов спорта и на этой основе рассмотрены предпосылки проведения работы по прекращению государственного финансирования спортивной отрасли страны.

Ключевые слова: Олимпийский спорт, неолимпийский спорт, массовый спорт, «Е-спорт», не государственное финансирование, спортивные инновации, олимпиада.

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