# MODERN APPROACHES IN DEVELOPING THE SPORT OF TAEKWONDO

# TAEKVONDO SPORT TURINI RIVOJLANTIRISHDA ZAMONAVIY YONDASHUV USULLARI

**Baykuziyev Djasur Tavboyevich**
Alfraganus university
Department of Sports Activities docenti
Uzbekistan, Tashkent
djasurtavboyevich0409gmail.com

***Annotation:*** *This article examines modern aspects and methods that are considered important for the development of the sport of taekwondo.*

***Annotatsiya:*** *Ushbu maqolada taekvondo sport turini rivojlantirish muhim hisoblangan zamonaviy tomonlari va usullari ko‘rib chiqilgan.*

***Key words:*** *taekwondo, sporting events, movement accuracy, sports infrastructure, marketing.*

***Kalit so‘zlar:*** *Taekvondo, sport tadbirlari, harakat aniqligi, sport infratuzilmasi, marketing.*

**Relevance:** Taekwondo is a growing sport worldwide, and the youth of Uzbekistan are particularly interested in the sport. Engaging young people in taekwondo involves engaging local schools, offering beginner-friendly training sessions, and creating a fun, social environment rather than a result-oriented environment. Key strategies include using social media to recruit, offering

flexible, short-form games, and partnering with community organizations to provide coaching. Given the appeal of the sport, there are plans to promote the sport more widely, including by providing training in small venues and using a variety of methods to increase interest.

Currently, like all sports, the number of people interested in taekwondo is increasing. Various methods are widely used in various sectors to develop the sport. In particular, sports infrastructure, event marketing, audience attraction, sponsorship contracts and the sale of sports services can significantly promote it among the public and young people. Taekwondo is one of the modern martial arts sports, which in recent years has been distinguished not only by the large number of athletes, but also by the interest of the audience. By popularizing the sport of taekwondo, there are opportunities to increase the effectiveness of those who choose the sport, which is a key link for their further development of this sport.

***The following methods are used in the development of the sport of taekwondo:***

1. Commercialization of sporting events - the development of competitions, tournaments, and league systems can expand the number of young people interested in sports.

2. Development of sports infrastructure - increase the number of sports clubs and training centers. This will not only optimize the activities of athletes, but also expand the possibilities of sports services and modern approaches through modern infrastructure.

3. Marketing and sponsorship strategies – through advertising, brand support and expanding sponsorship agreements, it is possible to increase the attention of athletes in these regions. By combining sponsorship and

advertising strategies with sports marketing, it also contributes to the popularization of sports and its positive image in society by distributing small prizes during competitions.

4. Sports tourism and community engagement – these events are designed to engage youth, sports enthusiasts, and spectators, develop tourism, and increase the social significance of sports.

5. The sports business can be modernized by integrating innovative technologies - online platforms, mobile applications and virtual training systems into events and training. This will increase the independent training of athletes starting a new sport, while also making competitions accessible to a wider audience.

In conclusion, the development of taekwondo is a strategic direction. The popularization of this sport will be further strengthened by the commercialization of sports events. Modern infrastructure and innovative technologies can be developed rapidly, as new methods are certainly interesting and important for sports entities.

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