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THE IMPACT OF INTERNATIONAL SPORTING EVENTS ON THE ECONOMY OF UZBEKISTAN AND DEVELOPMENT PROSPECTS

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Abstract. This article analyzes the impact of international sporting events on the economy of Uzbekistan and prospects for their further development. It examines, based on scientific sources, the influence of international sports competitions on economic activity, as well as their importance in developing tourism, the service sector, attracting investments, and creating new employment opportunities. The article also analyzes the impact of major sporting events on regional economic development, the improvement of sports infrastructure, the expansion of international cooperation, and opportunities to strengthen Uzbekistan’s image in the international sports arena.

Keywords: international sporting events, Uzbekistan economy, sports economics, sports tourism, investments, sports infrastructure, economic efficiency, international competitions, tourism, public-private partnership.

Introduction. In recent years, particular attention has been paid in Uzbekistan to the development of physical education and sports, enhancing the country’s prestige in the international sports arena, and expanding opportunities for hosting major international sporting events. The organization of international sports competitions not only contributes to the development of the sports sector but also has a significant impact on various sectors of the national economy. In particular, it creates opportunities for increased economic activity in tourism, transportation, hotel and catering services, trade, and other service sectors.

In the process of hosting international sporting events, opportunities arise for the development of modern sports infrastructure, attracting new investments, creating additional jobs, and effectively utilizing the economic potential of regions. At the same time, major sporting events serve as an important factor in strengthening the country’s international image, increasing the flow of foreign tourists, and expanding international cooperation.

The purpose of this article is to analyze the impact of international sporting events on the economy of Uzbekistan, highlight the main factors determining their economic efficiency, and scientifically substantiate the prospects for the future development of international sporting events.

Analysis of the Literature Related to the Topic. The economic efficiency of international sporting events and their impact on the development of countries is considered one of the important topics of scientific research in the fields of sports economics, tourism, and sports management. Studies conducted by foreign scholars have extensively examined issues such as the impact of major international sporting competitions on national economies, investments in sports infrastructure, changes in tourism flows, the creation of new jobs, and the development of the service sector.

In our Republic, scientific research is also being conducted on issues related to the development of the sports sector, the organization of international competitions, the modernization of sports infrastructure, and the development of sports tourism. Existing studies have addressed the social and economic significance of sports, increasing the population's interest in sports, and expanding the country's participation in international sports. However, expanding research on the comprehensive analysis of the impact of international sporting events on the economy of Uzbekistan in connection with tourism, investment, the service sector, and regional development remains one of the pressing tasks.

Research Methodology. In conducting this research, theoretical and analytical methods of scientific inquiry were used in a comprehensive manner. In particular, local and foreign scientific literature related to the topic, scientific articles in the fields of sports economics and sports management, statistical data, as well as regulatory and legal documents were studied and comparatively analyzed.

During the research, systematic approach, comparison, analysis, and generalization methods were used to assess the impact of international sporting events on the economy. Based on the data obtained, the impact of international sports competitions on tourism, the service sector, investment activity, employment, and the development of sports infrastructure was assessed. Based on the results of the research, scientific and practical conclusions aimed at effectively organizing international sporting events in Uzbekistan, utilizing their economic potential, and developing this area in the future were formulated.

Analysis and Results. Hosting international sporting events contributes to increased economic activity in various sectors of the national economy. During major international competitions, visits to the country by foreign athletes, coaches, specialists, and fans increase demand for tourism, hotel, transportation, catering, and trade services. As a result, additional sources of income are generated in the service sector, and the economic activity of the regions where the events are held increases.

Regular organization of international sporting events also has a positive impact on the development of sports infrastructure, attracting new investments, and creating additional jobs. The development of modern stadiums, sports complexes, transportation, and tourism infrastructure makes it possible to ensure economic efficiency not only during the competitions but also in subsequent years. At the same time, international sporting events increase Uzbekistan's tourism and investment attractiveness and contribute to shaping a positive image of the country at the international level.

Table 1.

Directions of the Impact of International Sporting Events on the Economy of Uzbekistan

Impact Direction	Main Impact Object	Economic Result	Economic Characteristic
Sports Tourism	Foreign athletes and fans	Increase in tourism revenues	Increases demand in the service sector
Investments	Sports and tourism infrastructure	Attracting new investments	Ensures long-term economic efficiency
Service Sector	Hotels, transport and catering	Additional income and jobs	Increases local economic activity

Analysis. The analyses show that international sporting events have an interconnected impact on the economy of Uzbekistan through tourism, investments, and the service sector. Effective

organization of international competitions contributes to the development of these areas, the creation of new jobs, and an increase in the economic activity of regions.

Conclusion. The scientific analyses conducted showed that international sporting events are one of the important factors that have a positive impact on the development of Uzbekistan's economy. Through the organization of major international sports competitions, economic activity increases in the tourism, service, transport, hotel, and trade sectors. At the same time, such events expand opportunities for creating new jobs, attracting investments, developing sports infrastructure, and effectively utilizing the economic potential of regions.

In the future, regularly and effectively organizing international sporting events, strengthening cooperation between the public and private sectors, developing modern sports infrastructure, and making extensive use of sports tourism opportunities may generate additional economic benefits for Uzbekistan's economy. In addition, studying international experience and introducing modern management and marketing mechanisms will contribute to increasing the country's prestige in the international sports arena and strengthening its investment attractiveness.

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