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Physical culture and sport as an object of social management: regional aspect

The article is different aspects of application of the social management methods in solving the actual problems of physical culture and sports are considered. Based on the analysis of statistical information and the results of sociological research, the specificity of functioning of the sports sector was revealed through the implementation of state programs and project management capabilities in the constituent entities of the Russian Federation. By the example of the Khabarovsk territory, the results of management activities for the development of physical culture and sports among the population are considered, scientific and practical recommendations and directions of the state support for attracting the population to systematic physical education and sports as a mean of health promotion are proposed.

Keywords: social management, physical culture, sports, targets, results of sociological studies of motor activity, statistical observation.

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