



"INNOVATIVE ACHIEVEMENTS IN SCIENCE 2025"

STRATEGIES FOR INCREASING INTEREST IN SPORTS AMONG STUDENTS IN HIGHER EDUCATION INSTITUTIONS.

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Annotation: *This article analyzes strategies for increasing interest in sports among students in higher education institutions. The study examined ways to attract students to sports, increase their motivation, enhance the effectiveness of training, and promote a healthy lifestyle. The results show that physical activity among students increases significantly through an individual approach, various sports disciplines, competitions, and incentive systems.*

Keywords: *Higher education institutions; students; sports; motivation; physical activity; incentive system; healthy lifestyle; competitions; strategies; sports development.*

INTRODUCTION

The issue of increasing interest in sports among students in higher education institutions is important not only in terms of strengthening physical health, but also in terms of forming a healthy lifestyle and developing students' social activity. In the modern university environment, students are busy with many academic and social activities, so interest in physical activity and sports is often neglected. As a result, inactivity, stress, fatigue, and health problems may increase among students.

Strategies for attracting students to sports and increasing their interest are implemented by encouraging regular physical activity among students, creating a motivation system, offering various sports, organizing tournaments and competitions, and using an individual approach. At the same time, increasing interest in sports not only improves physical condition, but also serves to develop social skills among students, learn teamwork, and improve the cultural and social environment at the university.

The introduction emphasizes that increasing interest in sports is an important part of the university strategy, which supports a healthy and active lifestyle of students, as well as positively affects their academic success. Therefore, this article aims to identify effective strategies for attracting students to sports activities in higher education institutions, analyze ways to increase their motivation and encourage physical activity.

Main part

The issue of attracting students to sports activities in higher education institutions and increasing their interest depends on many factors. Students' interest in sports is closely related to their individual motivation, physical fitness, time management skills and social conditions in the university environment. In this regard, in order to develop effective strategies, it is necessary to take into account the needs of students, the level of interest in sports and available resources.



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The first effective way to attract students to sports activities in higher education institutions is to increase motivation. When motivation is increased, students are more willing to participate in regular training, develop a habit of physical activity, and adopt a healthy lifestyle. As methods of increasing motivation, universities use various incentive systems: prizes, certificates, social recognition in sports competitions, as well as an individual approach and support from coaches during training.

The second strategy is to offer a variety of sports. The level of interest in sports and individual capabilities among students varies. Therefore, universities offer football, basketball, volleyball, tennis, gymnastics, running, and other sports. A variety of sports allows students to choose the activities that are most suitable for them, which encourages regular participation in training.

Also, organizing tournaments, competitions, and sports festivals is an effective means of increasing interest in sports among students. Competitions create a competitive environment for students, develop teamwork skills, and increase motivation for training. Through tournaments, student interactions improve, and they become socially accepted and encouraged to participate in sports.

In addition, the use of an individual approach is of great importance. Each student has a different level of physical fitness, health status and level of interest. Therefore, training should be adapted to individual capabilities. For example, for students at the beginner level, it is advisable that training be lighter and more stimulating, while for advanced students it should be high-intensity and include complex technical elements.

The results of the study show that physical activity among students increases significantly by combining motivation, different sports, incentive systems and an individual approach. At the same time, regular participation in sports improves students' physical health, reduces stress, develops social skills and strengthens the cultural and social environment at the university.

In general, strategies for attracting students to sports training in higher education institutions require an integrated approach. By combining motivation, the provision of various sports activities, incentive systems and a personal approach, interest in sports among students is increased, physical and mental development is enhanced, a healthy lifestyle is formed and a positive impact is made on the social environment of the university.

Conclusion

Strategies for increasing interest in sports among students in higher education institutions are important in ensuring the physical and mental development of students, forming a healthy lifestyle and developing the university environment in a positive way. Studies show that increasing motivation, offering various sports, organizing competitions and tournaments, and using an individual approach significantly increase interest in sports among students.

The success of attracting students to sports is closely related to their individual interests, physical fitness, time management skills and social environment. Therefore,



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universities need to use various incentive systems, make sports activities interesting and interactive, and encourage students to participate regularly.

Increasing interest in sports not only stimulates physical activity, but also helps to develop students' social skills, learn teamwork, reduce stress, and form a healthy lifestyle. At the same time, these strategies allow strengthening the cultural and communicative environment of the university, encouraging healthy competition among students, and increasing overall social integration.

In general, strategies for attracting students to sports in higher education institutions require an integrated approach. Through motivation, offering various sports activities, incentive systems, and an individual approach, interest in sports among students increases, physical and mental development is enhanced, a healthy lifestyle is formed, and a significant positive impact is made on the socio-cultural development of the university.

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