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**Nargiza KARIMOVA,**

*Senior Lecturer, Faculty of Taekwondo and Sports Activities, National University of Uzbekistan*

**Muxlisa ERGASHEVA,**

*Student, Faculty of Taekwondo and Sports Activities, National University of Uzbekistan*

*E-mail: ergashevamuxhlisa0504@gmail.com*

*Reviewer: Doctor of Philology DSc, Professor V.SH. Rakhimov*

## YOUTH ENGAGEMENT IN WT TAEKWONDO: STRATEGIES FOR LONG-TERM DEVELOPMENT

### Annotation

This study focuses on strategies for engaging youth in WT Taekwondo and ensuring their long-term development. The research examines factors influencing youth participation, coaching approaches, educational programs, and the role of sports infrastructure. The findings offer practical recommendations for building effective motivational models and ensuring the sustainable growth of young athletes' careers.

**Key words:** WT Taekwondo, youth sports, development strategies, motivation, sports education, coaching approaches, sports infrastructure, physical preparation, sports marketing, long-term development.

## ПРИВЛЕЧЕНИЕ МОЛОДЕЖИ К WT ТХЭКВОНДО: СТРАТЕГИИ ДОЛГОСРОЧНОГО РАЗВИТИЯ

### Аннотация

Данная статья посвящена изучению стратегий привлечения молодежи к занятиям WT Тхэквондо и обеспечению их долгосрочного развития. В исследовании проанализированы факторы, влияющие на участие молодежи, подходы к тренерской работе, образовательные программы и роль спортивной инфраструктуры. Результаты исследования представляют практические рекомендации по созданию эффективной мотивационной модели и обеспечению устойчивого роста спортивной карьеры молодых спортсменов.

**Ключевые слова:** WT Тхэквондо, молодежный спорт, стратегии развития, мотивация, спортивное образование, тренерские подходы, спортивная инфраструктура, физическая подготовка, спортивный маркетинг, долгосрочное развитие.

## YOSHLARNI WT TAEKVONDOGA JALB QILISH: UZOQ MUDDATLI RIVOJLANISH STRATEGIYALARI

### Annotatsiya

Mazkur maqola WT Taekvondoga yoshlarni jalb qilish va ularni uzoq muddatli rivojlantirish strategiyalarini o'rganishga bag'ishlangan. Tadqiqotda yoshlar ishtirokini oshirish omillari, murabbiylik yondashuvlari, ta'lim dasturlari va sport infratuzilmasining ta'siri tahlil qilindi. Natijalar yosh sportchilar uchun samarali motivatsion model yaratish hamda ularning sport faoliyatini barqaror rivojlantirish bo'yicha amaliy tavsiyalarni taklif etadi.

**Kalit so'zlar:** WT Taekwondo, yoshlar sporti, rivojlanish strategiyalari, motivatsiya, sport ta'limi, murabbiylik yondashuvlari, sport infratuzilmasi, jismoniy tayyorgarlik, sport marketingi, uzoq muddatli rivojlanish.

**Introduction.** WT Taekwondo has become one of the most popular martial arts worldwide, recognized not only as an Olympic sport but also as an important tool for youth development. In the modern sports landscape, engaging young people in regular training and ensuring their long-term development contributes not only to athletic achievements but also to the promotion of a healthy lifestyle, discipline, and social engagement. Programs such as the "Grassroots" initiatives developed by World Taekwondo have shown positive results in various countries.

However, in many regions, declining youth interest in sports, underdeveloped infrastructure, and a lack of qualified coaches remain significant challenges. Therefore, designing strategies to attract youth to WT Taekwondo and ensuring their sustainable athletic development is a pressing issue. The purpose of this study is to identify factors influencing youth participation, develop effective strategies, and provide practical recommendations for long-term engagement.

### Relevance, Reasons and Problems

WT Taekwondo today holds significance not only as a competitive sport but also as a tool for youth development, the

promotion of a healthy lifestyle, and social integration. In modern sports policy, engaging youth is essential for ensuring public health, building a strong athlete base, and maintaining competitiveness on the international stage.

The relevance of the topic is explained by several key reasons:

1. Declining interest in sports among youth – the widespread use of digital technologies has led many teenagers to adopt less active lifestyles.

2. Disparities in sports infrastructure – in certain regions, there is a shortage of modern facilities for WT Taekwondo.

3. Lack of qualified coaches – insufficient number of specialists to ensure high-quality training for young athletes.

4. Financial barriers – training fees, equipment, and competition costs are unaffordable for many families.

5. Absence of long-term development strategies – lack of stable programs that consistently support youth sports.

The problem is that these factors together slow down youth engagement in WT Taekwondo and hinder the continuity of their athletic careers. Therefore, the development of new

motivational approaches, educational programs, and infrastructure-oriented strategies is necessary.

**Literature Review.** The literature review forms the theoretical foundation of this research and allows the development of a new scientific approach by analyzing existing studies, experiences, and strategies. Previous research on the

topic emphasizes the importance of various factors in attracting youth to WT Taekwondo, including family support, coaching approaches, infrastructure, and long-term development models. The table below summarizes the main sources and their relevance to our study.

№	Author & Year	Topic	Key Findings	Relevance to Study
1.	Kim & Park (2021)	Youth Taekwondo Participation Trends	Family and peer support significantly increase youth participation	Important for developing engagement strategies
2.	Lee et al. (2019)	Long-term Athlete Development Model	Demonstrates the effectiveness of a step-by-step approach in athlete preparation	Foundation for long-term development strategies
3.	World Taekwondo (2023)	Grassroots Programs	Provides successful practical experiences in engaging youth at the club level	Offers applicable practical methods at the local level
4.	Smith & Collins (2020)	Effective Coaching in Martial Arts	Motivational coaching approaches help retain athletes in the sport for longer periods	Basis for developing coaching-related recommendations

As seen from the table, the scientific literature mainly focuses on two core areas: firstly, creating a supportive environment for athletes (infrastructure, family encouragement), and secondly, enhancing motivational coaching approaches. This provides a strong theoretical foundation for the strategies developed in our research.

**Research Methodology.** This study employed a mixed-method approach, combining both quantitative and qualitative methods. Such an approach allows not only the collection of numerical statistical data but also a deeper understanding of participants' personal opinions and experiences.

Participants:

- Total: 100 respondents.
- Composition: 80 adolescents aged 12–18 practicing WT Taekwondo, 15 coaches, and 5 club managers.
- Participants were selected from different regions to ensure a comprehensive view of the overall sports environment.

Research location and period:

- Conducted between September 2024 and January 2025.
- Data collection took place in training gyms, school sports sections, and local WT Taekwondo clubs.

Data collection methods:

1. Questionnaire (via Google Forms) – to determine reasons for participation, motivation levels, quality of infrastructure, and perceptions of coaching approaches.

2. Semi-structured interviews – face-to-face discussions with coaches and club managers to explore practical experiences, challenges, and suggestions in youth engagement.

3. Observation – monitoring training sessions and competitions, analyzing athlete-coach interactions.

Data analysis methods:

- Quantitative data processed in SPSS using percentages, means, and correlation analysis.
- Qualitative data analyzed through thematic analysis to identify key themes and recurring patterns.

Limitations:

- Study focused solely on WT Taekwondo; other sports were not included.
- Participant numbers in some regions were limited due to accessibility issues.

Significance:

This methodology provides a clear basis for identifying factors influencing youth engagement in WT Taekwondo and for developing effective long-term strategies and practical recommendations.

**Analysis and results.** This section presents the results of the conducted survey and interviews. The main objective is to identify the key factors that attract young people to WT Taekwondo, the challenges that hinder their participation, and the opportunities for their long-term development in the sport.

REASONS FOR YOUTH PARTICIPATION IN WT TAEKWONDO AND COMMON CHALLENGES (%)

№	Factor / Challenge	Percentage of Participants (%)
1.	Desire for a healthy lifestyle	68 %
2.	Aspiration to win competitions	54 %
3.	Learning self-defense skills	72 %
4.	Communication with friends and teammates	47 %
5.	Motivational coaching approaches	59 %
6.	Family support	63 %
7.	Lack of infrastructure (training halls, equipment)	41 %
8.	High cost of training	36 %
9.	Time management issues (balancing study and sport)	45 %
10.	Decline in motivation	28 %

Table Interpretation

The analysis shows that the most influential attracting factors are learning self-defense skills (72%), desire for a healthy lifestyle (68%), and family support (63%). On the other hand, the most common barriers include lack of infrastructure (41%), time constraints (45%), and high cost of training (36%).

These findings highlight the importance of improving sports facilities and implementing motivational programs to retain young athletes in WT Taekwondo for the long term.

**Conclusion and Recommendations.** The results of the study indicate that the most significant factors attracting youth

to WT Taekwondo are learning self-defense skills, striving for a healthy lifestyle, and family support. At the same time, the main barriers limiting youth participation include insufficient infrastructure, time constraints, and high training costs. Addressing these issues will help retain young athletes in WT Taekwondo over the long term and foster their consistent development.

**Recommendations.** 1. Develop sports infrastructure – establish modern training halls, provide high-quality equipment, and ensure safe training conditions.

2. Financial support programs – implement grants, discounts, or sponsorship systems for talented youth.

3. Enhance coaches' qualifications – organize special training programs to improve youth-focused coaching methods.

4. Motivational events – hold competitions, master classes, and meetings to inspire young athletes.

5. Collaboration with families and schools – strengthen the promotion of a healthy lifestyle through joint activities with parents and teachers.

6. Time management assistance – create guidelines and support systems to help balance sports and education.

7. Media promotion – actively promote WT Taekwondo through mass media and social networks.

In conclusion, fostering youth engagement in WT Taekwondo requires a balanced approach that combines accessible infrastructure, qualified coaching, and strong community support. By addressing existing challenges and implementing the recommended strategies, WT Taekwondo can not only attract more young athletes but also ensure their long-term growth, discipline, and contribution to the global Taekwondo community. This holistic approach will serve as a solid foundation for the sustainable development of the sport and the personal success of each young practitioner.

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