

Strategic Thoughts for the Sustainable Development of China Sports from the Perspective of Sports Power

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Abstract—With literature research method, based on the connotation of understanding of sports power, we expound sports power construction and analyze the path choice of developing our sports enterprise from the perspective of sports power. This thesis supposes that China is a sports power, and we always adhere to the scientific development view as the guiding thought of construction of sports power. Combined theory with practice, we make scientific development strategy of sports power with Chinese characteristics in order to make our country really from sports country to sports power.

Keywords—sports power; Chinese characteristics; strategic; development

I INTRODUCTION

After 30 years of reform and opening-up, our economic society has made fast development, and our comprehensive national strength has been enhanced. On this base, our sports also obtained fast development. Mr. Hu Jintao has made strategic deployment of “putting forward China from sports country to sports power” by standing the strategic height of leading a great rejuvenation of the Chinese nation, which is complied with overall requirements of economic and social development in our country and the people’s wishes. In the “Twelfth five-year” period, the research on the construction of sports power development strategy in our country has important practical significance to the construction of sports power.

II THE CONSTANTLY ENRICHED CONNOTATION OF THE “SPORTS POWER”

A. The concept of “Sports Power”

The concept of “sports power” is generated in the specific social and historical background and political and cultural environment in our country and the mass psychological demands. It is also a more comprehensive concept with rich connotation and many indicators. At present, as a comprehensive concept, the “sports power” has various definitions with no unified standard. In general, a lot of scholars define the concept of “sports power” from different perspectives to. They think that evaluation criteria of “sports power” include the main content of mass sports, competitive sports and sports culture, etc. So-called “sports power” refers to the advanced countries with high levels in the harmonious development in competitive sports, mass sports and school sports, with a strong comprehensive strength of sports industry and sports soft power and higher overall sports level in the world[1]. “Sports power” is not only a conception which purely reflects the development of

sports itself. It is a statement of people for the sports development in the ideal goal of human society.

B. The Development of “Sports Power” Connotation

Accompanied by the development of social economy in our country, and changes in the achievements of the Olympic Games, the connotation of “sports powers” is constantly enriched. With the success of 2008 Beijing Olympic Games and the good achievements obtained by Chinese athletes in the Beijing Olympic Games (The amount of gold medals was the first) and the London Olympic Games in 2012 (The amount of gold medals was the second.), “sports powers” is further endowed with new meaning. The main connotation of “sports power”: on the one hand, the sports should be developed greatly and exerts its specific role in economy, politics, culture and the ecological civilization construction, so as to achieve the aim of strong country and strong nation, rich people and rich country; on the other hand, it stresses coordinated, sustainable development of sports, namely, the coordinated development of the mass sport, school sport and competitive sport, sports cause and sports industry, the eastern and western regions and the coordination of urban and rural sports development. The connotation of “sports power” is a dynamic index and it changes with the social development and progress. Its content is not the same in different historical periods.

III THE STRATEGIC THINKING OF CONSTRUCTION OF SPORTS POWER

A. Consolidate the Theoretical Basis for Sports Power, Build Sports Power Theory System with Chinese Characteristics

The construction of sports power needs solid theory foundation for support, so it is necessary to continue to strengthen basic theory research and to further deepen the understanding of sports power. First of all, by fully borrowing from theoretical knowledge and research results in different disciplines such as economics, sociology, education, leading experts in the different fields should be organized to accurately define the concept and implications of sports power and then generally recognized by the society from all walks of life. Secondly, the index system of sports power should be constructed. Index system of sports power strategy is important indicator to balance and coordinate development of sports cause. Its establishment should abide by comprehensive value for the scale of modern power by sports to the comprehensive construction of well-off society, promotion the construction of the harmonious development of society. Based on current sports cause development, with

world sports development as reference, it should follow a comprehensive, scientific, feasible, comparable, periodical, concise principle. The screen and determination of indicators should establish on the connotation and main characteristics of sports power. It should be compatible with our present sports development situation. At the same time it also reflects the guidance of focus of the development. Finally, a relatively complete and scientific index system of sports power will be formed[2]. In addition, some basic sports theory problems such as strategic significance of sports power, the characteristics of the sports power, the relationship between sports power and sports country, sports power and the building of a harmonious society require deep thinking. We should make great effort to construct a sports power theory system with Chinese characteristics.

B. Rich Great Sports Cause Practices, Create the Image of Sports Power with Chinese Characteristics

In the practice of the sports work, we should set up the view of big sports, and start from the overall situation of national and social development, according to the scientific concept of development and the idea of people-oriented, comprehensive, balanced and sustainable concept and requirements, to make scientific sports power development strategy.

Practice 1: A scientific “sports power” index system is to be constructed. And as an indicator for the sustainable development of China sports cause, we need to find out the real gap in sports between China and other countries. The premise is to make a systematic research of sports career trajectory of the world sports power, with concise indicators to reflect the requirement of target and its connotation of sports power scientifically, accurately, comprehensively and objectively. Then it is used to reflect the main characteristics of the sports power, to determine all kinds of index weight at all levels and the appropriate threshold. When we draw lessons from the foreign experience, we should construct scientific index system of “sports power”, which needs to be adapted to our present situation of our sports enterprise development and reflects the guidance of focus of the development. We should correctly understand the current overall situation of our sports development, and closely integrate index system by using the quantitative research, more accurately measure real distance between the level of our sports development and other sports power countries. The measured real distance should be numbered and specified. At the same time, a sports power evaluation concept should be firmly established. The evaluation system is to be reformed and modified, which can make established sports power strategic goal more accurate and intuitive.

Practice 2: We should quicken the steps to make sports industry into a pillar industry of national economy, improve the core competitiveness of professional sports, and create the Chinese sports brand with international influence. As a new growth point of national economy in our country, sports industry is a comprehensive industry crossing the second and the third industry, its comprehensive influence is far greater than other single-style service. At present, the gap in the sports industry development level between our country and developed countries is the gap in project industry development level. By continuous open wider to the outside world, deepening the reform, and constantly to eliminate the system and mechanism barriers which restrict the development of the sports industry, we should find the key

point for the development of sports industry, and then make industry projects big and strong, which can drive the development of relevant industries such as match promotion, sports advertisements, sports media, sports betting, sporting goods so as to realize the benign interaction and coordinated development between main industry and side industry. Thus, we can create a batch of internationally influential sports match brand, sports business brand and sports product brand in every field of the sports industry. Today, the globalization of sports has made professional sports become a core and the pillar of the development of sports economy in different countries. The professional sports and the creation of the sports brand planning should be put into the strategic actions of the construction of sports power. We should strongly promote the scientific and harmonious sports development, create a batch of enterprises in China with the world famous brand, and improve the comprehensive competitiveness of our country in the world.

Practice 3 : Scientific development and overall consideration. We will explore a road of sports power with Chinese characteristics. The basic way to realize the goal of sports power is to seek scientific development. Under the guidance of scientific concept of development, the research on the construction of sports power should pay attention to the following aspects: at first, we should adhere to the people-oriented, strengthen the sports humanities view. The fundamental purpose of the construction of sports power is to respect and realize people’s sports rights. Secondly, we should coordinate the sports development between urban and rural areas as a whole, especially to rise the rural sports to the strategic height so as to achieve the reasonable and effective configuration of sports resources and improve the development level of rural sports. Thirdly, we should coordinate the sports development between different areas, especially to develop the sports in the western part so as to shrink sports development gap between eastern, central and western regions, to realize the rise of sports in the Midwest. Fourthly, we should coordinate the development of economy and society as a whole, to increase sports funds proportion according to the growth of GDP. The sports public services should be developed. The sports cause should be joined into the national economic development plan both on theory and practice level. It is the important content of construction of harmonious society and a well-off society. The fifth point, we should maintain the relationship between the protection of the people’s sports rights and protection of nature. This requires us to change the traditional material resources invested way of sports development into the way of the sustainable development based on protection of nature and saving resources. The sixth point, we should coordinate the development of domestic sports and enhancement of international influence. On the basis of the overall vigorously promoting development of sports industry, we should increase international influence and improve the status of our country in international sports so as to expand China’s contribution to the development of world sports [3].

IV CONCLUSION

In a word, we should take the party’s “the 18th conference” spirit as an important opportunity, always adhere to the scientific concept of development as the guidance to develop sports power, scientifically make sports power development strategy with Chinese characteristic,

steadily push forward the construction of the sports power to achieve the goal from sports country to sports power.

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