



Research on Professional Development of Sports Management in China

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Abstract. China is one of the regions with the most developed sports today. Although China's modern sports started late, whether it is competitive sports, mass sports, school sports, or the sports industry, it has had a specific impact on sports development in other parts of the world. The laws and characteristics of different sports development concepts, management systems, and operating mechanisms are analysed and sorted through research on sports development methods at home and abroad. Extensive use of literature and comparative analysis to explore the system adopted to improve sports development in our country. Through multi-level and multi-angle comparative research, systematically sort out the evolution history, status quo and trend of sports development modes in major developed countries. At the same time, it profoundly analyses the formation basis, advantages and disadvantages of these development models. It finds the common characteristics and general laws of the sports development mode of athletes in western countries, which provides a valuable reference and new ideas for the reform of sports development mode in my country.

Keywords: Sports management · modernization · development concept · management system · reform

1 Introduction

As China's modern sports gradually enter the process of globalisation, industrialisation and informatisation have also become the core of modernisation. In essence, modernisation is changing cattle production methods and cattle living methods—the widespread diffusion of modern industry, modern information cattle production methods, and industrialised and information-based lifestyles. Modernisation originating from the West is driven by the industrial revolution and the information revolution to drive the development and change of society. It was nurtured under the Western Christian civilisation's historical background and tradition and had a solid ability to exert itself. As a product of Western industrialisation, the birth and development of modern Western sports have vividly displayed the characteristics of endogenous modernisation [1]. In spreading to the world, it has formed a strong self-development ability, and its ultimate representative is Olympic sports.

The modern industrial revolution has brought about a significant change in the changing pattern of the historical process of human society. The transition from the micro-transition model to the giant transition model is realized. The fundamental reason for the transition model's transition is that the super-economic power is greater than the economic power. This was closely related to the economic and social conditions when the productivity level was low. However, with the development of productive forces and the improvement of the degree of liberation of productive forces, the independent influence of economic factors on social development has gradually increased and has surpassed super-economic power [1]. At the same time, due to the increasing role of economic factors, the independent influence of political factors on social development is relatively weakened. However, from a deeper level, the interaction of multiple factors cannot be ignored to achieve revolutionary breakthroughs truly, create major innovations of the times, produce substantial social effects, and have long-term practical utility. Achieving massive growth in cattle productivity is inseparable from other major influences such as political and social structure—transformation or innovation to match it [1]. In particular, institutionalized adjustment and innovation of management mechanisms are critical.

The emergence and development of China's sports management major has a long-term origin in Western sports management and is the epitome of China's social, economic, political, and cultural modernization and is the product of China's sports modernization process. Participating in the globalization of Chinese sports, whether to maintain the nationality or the necessary sublation of the nationality, is the result of the modernization choice. The modernization of Chinese sports management calls for the corresponding, mature, and modern sports management profession to guide theory and practice.

2 Literature Review

2.1 The Need for Professional Construction of Sports Management in China

The development of foreign sports management profession has a long accumulation, and it is relatively mature, while China's sports management profession is relatively late. Although it has achieved initial results, it has not yet formed a complete system. There are a lot of theories and practices in the sports management profession. There is a considerable gap between the talents cultivated by sports management courses and social needs [2].

The sports management major in the country should not develop spontaneously but should be sorted, excavated, researched, summarized, and refined through the practice of discipline development and the research results of the historical process to summarize the internal laws of its development and the characteristics of the discipline [1]. This is both a discipline. The self-development needs are also the requirements put forward by constructing China's sports management profession. The establishment of a mature and complete sports management professional system is conducive to the training of teaching teachers, improving the professional theoretical level of sports management teachers and the teaching level of combining theory with practice. It also helps to strengthen the discipline team, build scientific research teams, and cultivate discipline leaders.

Improve the scientific research environment, condense the direction of the discipline, and build the characteristics of the discipline [3].

2.2 Strengthening National Sports

Strengthening national sports must firmly grasp two equally important foundation points. On the one hand, with the reform and opening up and the rapid improvement of economic strength, China's competitive sports performance has achieved rapid development. It has achieved excellent results in several consecutive Olympic Games and has become a competitive sports power [3]. In the future, it should be scientifically understood and grasped in time; on the other hand, China is not a sports power but a competitive sports power. The prosperity of competitive sports does not mean the general improvement of the Chinese national physique and the enhancement of healthy sports awareness.

A sports power must be based on the highly developed national fitness, and the sports management model of the national system will also make corresponding adjustments in the face of the challenges of the new century and globalization. These two aspects are mutually causal and depend on each other. The former is a guide for the latter, and the latter is the cornerstone of the former's sustainable high-level development [3].

2.3 Management Mode Adjustment

The adjustment of the sports management model will inevitably have a significant impact on the future development of sports in China. The focus of sports development will also reach a new balance, and the development of the sports industry will be a new growth point for sports development. The improvement of the sports market and the development of various sports and fitness business activities have put forward the demands of efficiency, system, and talents for China's sports management. Moreover, the future Chinese sports are facing the problem of improving the soft power of management culture, and a mature sports management culture must have a sound discipline system as the theoretical support. The weak development of the sports management profession, the backward sports management professional system and the lack of widespread sports management culture have become the stumbling blocks in building a strong sports country [2].

Creating a new system and mechanism environment for building a sports power and cultivating compound high-quality management talents is an essential guarantee for improving sports management efficiency and realizing the grand goal of building a sports power [3]. Therefore, sports management in China requires sports management majors to eliminate the absence and confusion of system construction as soon as possible and make contributions to the construction of a sports power [1].

3 Search Purpose

Through research and analysis of the development history, professional education, and scientific research of the sports management profession, clarify the historical process and laws of the development of the sports management profession and explore the establishment of a theoretical system for the development of the sports management profession

[2]. It provides theoretical guidance for the development of the sports management profession, points out the way forward for the development of the sports management profession, promotes the construction of the sports management profession in China, and provides firm support and guarantee for the development of the sports discipline and the construction of a sports power.

4 Research Significance

Sports is a social phenomenon, and sports management is a science based on scientific research on the management phenomenon in sports. Sports management major has survived in the tide of human society development and sports modernization from beginning to end [3]. Since the 1990s, China's sports management major has made breakthroughs, but the problems such as the unsystematic and complete discipline system still exist. At the Guangzhou Conference in the 1990s, Mr. Qin Chunlin proposed that sports management in the United States should focus on the micro, while the Chinese focus on the macro. Since then, relevant studies on discipline construction have been published one after another, most of which are essentially elaboration and understanding. During this period, there was still a debate between sports and the sports industry in the academic circles. Due to the development of society, the in-depth study of sports management is timely and necessary.

The study of sports development mode is an intricate process involving many factors. Analyse the strengths and weaknesses of each of these levels [2].

This research is to hope that by introducing relatively mature research theories, the scattered knowledge will be summarized and inquired about the laws. The scientific and applicable development laws will be summed up by the use of management, sociology, physical education, and new institutional economics theories to provide a basis for the development of Chinese sports. The reform provides valuable inspiration and reference.

5 Research Focus

The research focus of this paper is: First, how to clarify the fundamental reasons for the development of the discipline-based on sorting out the history of the development of the sports management profession [4].

Second, the relationship between sports and sports management, the different stages of sports evolution and the changes in different external environments have impacted sports management and majors. How is sports management adjusted accordingly?

Third, how does society view sports? The relationship between management and sports management majors and society, history, economy, culture, and sports logically gives precise and accurate explanations and predictions for the development of the discipline.

The research difficulty of this paper is as follows: First, how to find the specific historical materials that play a role in sports management in the background of the evolution of sports history, to prove that there has indeed been a close connection between the two. Second, how to grasp the mainline of sports management issues at home and abroad and clarify the relationship between the sports management profession and other

influencing factors without committing the error of single-factor determinism. Third, accurately collect and obtain relevant information about foreign sports management majors.

6 Conclusion

Strengthen professional education in sports management:

First, educational administrators must scientifically set up the sports management major and set up the major according to the needs of society, sports management, and talents in the field;

Second, educational administrators must focus on improving the quality of the profession, implement professional certification and leather making, and put forward the standards and qualification certificates of the sports management profession;

The third is to optimize the curriculum setting. The sports management significant courses are divided into introductory theoretical courses, professional application courses, practical training courses and research and exploration courses;

Fourth, to be employment-oriented, strengthen the cultivation of students' practical skills. Recruit sports management professional teachers with an interdisciplinary background and rich practical experience;

Fifth, educational administrators must give full play to the advantages of comprehensive university interdisciplinary, cultivate and develop sports management majors, and breakthrough the limitation of sports management talents in sports colleges;

Sixth, we must vigorously implement sports management Professional social service work, carry out professional education in the social service of sports management, and cultivate sports management talents [4].

Improve the professional theoretical system of sports management:

- 1) Perfect the theoretical system from the macro, neutral and micro levels.
- 2) Starting from the functions of sports management, deeply study the unique laws of sports management functions, and form a unique functional system of sports management.
- 3) Strengthen the research on sports management with different contents, expand the sports management content system, on the one hand, deepen the research on the original sports management contents on the other hand, and establish a sub-discipline system of sports management.
- 4) Strengthen the construction of the achievements of the theoretical system of sports management, and build a batch of excellent teaching materials and courses for sports management [5].

Utilize relevant science and technology to develop a sports management major:

- Pay close attention to the dynamics of basic science, and introduce the latest achievements and research methods.
- Strengthen the introduction and absorption of management scientific research results, continuously introduce the latest management research results and the latest research theories and methods, and attract management Talents in learning.
- Actively carry out interdisciplinary research.

7 Limitation

This paper attempts to comprehensively sort out and conduct in-depth research on the history of the development of China's sports management profession and the entire society [5]. It is constrained by the author's lack of practical experience, limited paper space, insufficient collection of relevant domestic and foreign materials, and narrow research horizons. In addition, many factors affect the professional development of sports management. Although this article has widely listened to the insights through expert interviews and other methods, there is still a problem that the information channels need to be broadened. With the advancement of the construction of a sports power, the research will continue to make up for the shortcomings and strive to reach new heights.

It can be seen from the concepts and development goals of physical education in various countries that both China and Western countries attach great importance to physical and mental health and social promotion. It also reflects the critical role of school sports in social development and national construction [6]. In recent years, the rapid growth of competitive sports has played a driving role in the development of mass sports and the sports industry, but school sports have not received due attention. School sports should coordinate physical education, competitions, and extracurricular activities to encourage students to form a correct sports concept, complete the organic connection between school sports and mass sports, and improve students' social adaptability [5].

Western sports have experienced a similar development path, the choice and transformation of sports development methods and the political economy of the same period. It is closely related to the wave of social and cultural reforms. In the early stage of sports revitalization, the concept of sports development focused on the development of competitive sports, which has certain commonalities [6]. After the development, the focus of the sports development concept began to tilt towards people's livelihood sports. The coordinated development of mass sports and competitive sports, while ensuring the sustained and rapid development of competitive sports, improves sports. The degree of participation in fitness sports and the development and popularization of mass sports are the social security basis for the development of competitive sports. Mature stage, "small government, big society", separation of management and management, integration of sports and night management system, government and society. The organization is organically combined [7]. Treat people as the main body of development, pay attention to the overall development of people, meet the needs of the people, and provide participation for all sports opportunities, attach importance to scientific research and cultural learning of athletes, and properly solve their employment placement problems. With the development of sports socialization, the role of the market mechanism will be brought into play, and the government and social sports organizations will interact harmoniously.

In response to the above viewpoints, the relevant state departments should promote the formation of a benign model of "school sports as the guide, mass sports as the foundation, competitive sports to showcase their style, and the sports industry to regenerate blood"; Centre linkage, make full use of existing resources, and further improve the sports management system; fully mobilize social forces, promote the construction and promotion of sports clubs, achieve equal opportunities, and make participation in sports activities an integral part of social public services; sports administrative departments

[7]. Society should formulate and improve relevant policies and regulations in accordance with the laws of the socialist market economy and the development of sports, to guide the comprehensive, coordinated and sustainable development of sports, to enable more social organizations and groups to participate in sports business activities, and to promote the development of sports society. The degree of transformation is gradually strengthened.

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