

Analysis on the Coordinated Development of Sports from the Perspective of “Sports Power”

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Abstract: Promulgated by the National Sports Commission to further open up new opportunities for sports request in 1983, “sports power” has been clearly put forward to the end of this century to build China into a “world sports power” as its development goal. At the 19th National Congress of the Communist Party of China (CPC), the proposals to carry out extensive national fitness activities, speed up efforts to build China into a strong sports country, ensure the preparations for the Beijing Winter Olympics and Paralympics are excellent, as well as strengthen cultural and people-to-people exchanges with other countries were once again put forward. From the objective level, as an important strategy of China’s social development, “sports power” must be in line with China’s social development situation, dynamically adjust the direction of the development of sports cause, truly achieve the development goal of “sports power,” and display the cultural soft power of the Chinese nation. This article focuses on the connotation of “sports power” and the current situation of China’s sports development in a detailed analysis in order to study on the coordinated development strategy of sports from the perspective of “sports power.”

Keywords: Sports power; Sports; Coordinated development; Comprehensive fitness

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1. Introduction

At present, along with China’s social and economic prosperity, there is an in-depth development of “sports power.” Since “sports power” was first proposed, this strategy has been carried out in China for nearly 40 years^[1]. Throughout the decades, China’s sports cause has shown a stable and positive progress, achieving astounding results one after another at home and abroad. In terms of world sports competitions, Chinese athletes have achieved excellent results for many years. In the 2021 Tokyo Olympic Games, China ranked second in the Olympic medal count, whereby the number of gold medals acclaimed by China was only one less than that of the United States, that ranked first in the world. This shows the status of China in the world of sports. Technology network and intelligent devices have been increasingly meeting the needs of people’s lives and changing the internal organization structure of people’s work and lives. China should stand at the level of the construction of “sports power,” focus on national physical quality, and cultivate sports consciousness among people under the “sports power” strategy. In order to effectively promote the development of sports, it is necessary to follow the leadership of the party and government along with the strategic requirements of the current development situation of the sports industry in a focused and targeted manner to steadily achieve the strategic goal of promptly developing China into a powerful sports country. This article carries out a detailed analysis of sports development from the perspective of “sports power”^[2].

2. Connotation of “sports power”

As a development goal, “sports power” is a requirement for China’s sports development. In order to further open up a new situation for sports in regard to “sports power,” the following goals have been put forward:

(1) about half of the people in China take part regularly in sports activities, and the physical shape, quality, as well as function of the younger generation significantly improve; (2) to be among the best in the Olympic Games and reach or approach the world level in most events; (3) building venues that can hold Asian Games or Olympic Games; (4) thoroughly improve the structure of sports teams and realize the “four modernizations” of cadres ^[3]. “Sports powers” did not only put forward requirements for China in the field of competitive sports, but also for those all around the world. Under the strategy of developing China into a powerful country through sports, its development should be comprehensive: strengthening the people, competitive sports, and sports industry, as well as promote the all-round development of the people on the basis of truly enhancing the people’s physical quality and quality of life. It is committed to the development of competitive sports, coordinating the sports industry, promoting the stable and harmonious development of sports in China, as well as creating a healthy and fresh sports environment.

3. The current situation of sports development in China

3.1. Competitive sports

The field of competitive sports is an important factor to measure the development of sports in China. It is also the key to enhance the influence of China’s sports cause around the world. At present, the cause of competitive sports in China is developing vigorously. China has put a lot of resources into competitive sports and has achieved excellent results. In 2018, China hosted their first Olympic Games, showing China’s comprehensive competitiveness in the sports world ^[4]. The 2022 Winter Olympics would also be hosted by China, laying a foundation for China’s sports influence around the world. In recent years, Chinese athletes have also achieved excellent results in world-class sports competitions. At the 2021 Tokyo Olympic Games, Chinese athletes have won 88 medals, of which 38 are gold medals, 32 silver medals, and 18 bronze medals, ranking second in the world. The excellent results reveal the development of sports in China and effectively enhance the status of China’s sports cause around the world ^[5].

3.2. Mass sports

From the objective level, China has a vast territory. There are differences in geographical conditions and economic development among different regions, as well as in resource endowment. Since the reform and opening-up, there are relatively more opportunities for sports infrastructure construction, thus physical exercise with the fast economic development of the eastern part in China along with the fiscal funds and strong awareness of physical exercise in the eastern coastal areas, as well as the excellent financial market. In contrast to that is the popularization of comprehensive sports in the western region. Due to the economic situation, management resources, relatively inferior talent configuration at all levels, as well as the huge difference between the lives of urban people and rural people in terms of consumption levels and values, the mass sports development in China represents an overall uneven development process.

3.3. Sports industry

Since the reform and opening-up, along with the development of China’s sports industry, China attaches great importance to sports undertakings, where more sports industries have been developed. Although the development of sports in China started relatively late, its speed of development is extremely fast. The national model of sports industry has been continuously expanding, and the industrial benefits have also improved to a certain extent. However, in regard to the actual situation, the defects in the structure of the sports industry are mainly reflected in the insufficient development scale of the industry itself, thus making it difficult to form an advantageous industry while lacking an industrial pillar framework. In addition, China is lacking a flawless sports industry supervision and management trend with frequent non-standard

phenomenon in the development of its sports industry. With a relatively poor sports market supervision and management effectiveness, the stable development of the sports industry is hindered ^[6].

4. Strategies for the coordinated development of sports from the perspective of “sports power”

4.1. Strengthening the implementation of basic physical education

In regard to physical education for the mass, physical education in schools plays an important role. Therefore, in order to achieve the goal of “sports power,” the concept of “sports power” should be integrated into schools’ physical education. From students, parents, schools, and to the whole society, it is necessary to correct the concept of sports culture step by step so that schools and parents would realize the importance of exercise. Eventually, the consciousness of physical exercise would be rooted in the students’ thinking, thus encouraging students to develop a good habit of exercising. At present, more and more schools are neglecting the importance of physical education. This does not only include the disregard for daily guidance in exercise, but also the replacement of physical education classes with cultural classes, resulting in a relatively weak awareness of physical exercise among students since childhood. Therefore, teachers should ensure that the teaching methods are featured, and students’ skills are mastered step by step from the surface to a deeper level. In addition, there is a need to embody the vitality and popularity of physical education and attract students’ attention in an all-rounded way. In view of traditional teaching methods, it is important to strengthen the research strength for different teaching methods, integrate the characteristics of physical education in colleges and universities, and independently explore new teaching methods that are in line with the teaching concepts of physical education.

“Sunshine Sports” would be implemented in all primary and secondary schools as well as colleges, requiring students to partake in physical exercise for two hours during school hours ^[7]. This would help students to cultivate sports awareness in a stepwise manner so that they would be able to recognize the benefits of sports, thus laying a good foundation for sustainable development in the future. Students are the next generation of the society; therefore, only when ideological values of sports and physical exercise are passed on to the majority of students, only then can they contribute to the development of sports in China, which is an important step forward in regard to “sports power.”

4.2. Understanding the relationship between sports and economy

As a cultural undertaking, sports play an important role in social and economic development. By virtue of the concept of “sports power,” combining sports with economy can also provide solutions for a balanced development of the society in China from the level of realistic development. Imbalance in the development between the eastern and western sports industry in China, local governments need to strive to realize the role of sports and economy in promoting one another. With the aid of sports industry, there are more employment opportunities. It also promotes the development of the local cultural industry and brings opportunity for regional tertiary industry structural adjustment. In addition, by changing traditional ideas and correcting the view on the relationship between sports and economy, the implementation of the undertakings of physical culture and sports of the local economy can be evaluated, and resource allocation can be optimized. They are strong driving forces for the sustainable development of the regional economy. Hence, there should be a correct view of the benign interactive relationship between sports and economic development.

4.3. Improving the sports service mechanism for everyone

The broad masses have always been the backbone in promoting the realization of the strategic goal of “sports power.” Under the current social environment, the importance of sports to social development must

be correctly viewed in line with the current situation of mass sports development in China in order to formulate a perfect and sound sports service mechanism for all. The promulgation and implementation of the *Regulations on National Fitness* shows China's determination in developing sports. It is necessary to conscientiously carry out the construction of a national sports service system, further improve the public service system of national sports construction, implement the idea of "sports for all" into every neighborhood committee, village committee, and enterprise unit, optimize the supporting sports facilities for all, change the phenomenon of the excessive focus on traditional sports hardware supporting facilities, achieve the goal of allocating sports resources and public services, as well as truly meet the needs of the masses in regard to sports. In addition, the enterprise unit, village government, and the committee residents should be aware of the importance of "sports power" and the style of various activities. People at each level should be encouraged to participate in sports to enhance their physical conditions.

4.4. Vigorously developing the mass sports industry

Considering the current situation of the sports industry in China and the lack of effective development in the field of mass sports industry, the development of mass sports industry should be promoted to ensure that it is able to adapt to the development of the market economy and becomes a self-sustainable industry. On this basis, it also means carrying out "hematopoiesis" for mass sports. Government departments need to be in line with the current demand for the development of sports industry, attach great importance to the demand of the broad masses for the sports industry, target to assist national sports goods enterprises, national sports clothing enterprises, national sports facilities, and sports education brands from the policy level in order to tilt of the ethnic sport industry and strengthen support in terms of money and technology. While satisfying the development of mass sports industry, China should create their own sports industry brand that belongs to the Chinese nation and the masses. There is a need to adhere to the professionalization, modernization, socialization, and industrialization of the sports industry, improve the sports market for all, realize the integration of public resources and financial funds, stimulate sports consumption, and create a sports industry with international influence all-year-round.

5. Conclusion

In a word, under the "sports power" strategy, China's sports undertakings need to be dynamically adjusted for development. In consideration of the strategic requirements of "sports power," an in-depth analysis of China's competitive sports, mass sports, and sports industry has been carried out. There is still a need to find out the factors that do not fit with the strategic development of "sports power" while focusing on optimization. In primary and secondary schools as well as colleges and universities, the teaching methods and innovation for sports as well as the implementation of basic physical education should be strengthened. In addition, there is a need to correct the understanding in regard to sports on the basis of promoting the relationship between sports and economy, improve the sports service mechanism, as well as promote the coordinated development of competitive sports, mass sports, and sports industry to lay a foundation for China's sports enterprise development and progress.

Disclosure statement

The author declares that there is no conflict of interest.

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