

A Research on Promoting the Development of Mass Sports in Universities under the Background of Building a Strong Sports Country

Zhiyan Xiao

Hunan University of Science and Engineering, Hunan Yongzhou 425000

Abstract: On the construction of a strong sports country, mass sports in schools are increasingly showing unique importance, but there are also some problems. Based on the analysis of these problems and combined with the goal requirements of building a strong sports country, it is proposed that at the macro level, the government and social sports organizations should coordinate and optimize the main body. At the meso level, universities should change the concept of “valuing intelligence over physical fitness”, adhere to the compulsory courses of sports and extracurricular sports. Close integration of sports and cultural activities; At the micro level, individuals and families should also change their mindset and actively participate in sports.

Keywords: Sports powerhouse; Mass sports; Collaborative governance

The report of the 19th National Congress of the Communist Party of China clearly proposed to accelerate the construction of a sports power and promote the comprehensive development of national fitness and High-performance sport. This requires us to deepen sports reform, update sports concepts, promote the coordinated development of mass sports, High-performance sport and sports industry, and promote the modernization of sports governance. At the first session of the 14th National People’s Congress held in March 2023, Premier Keqiang Li mentioned in the Report on the Work of the Government that people’s livelihood should be effectively guaranteed and improved, social undertakings should be accelerated, sports athletes should make great achievements, and fitness for all should be widely carried out. Once again, elevate the development of mass sports to a strategic position. The “Outline for Building a Strong Sports Country” issued by the General Office of the State Council clearly states that by 2050, we will comprehensively build a socialist modern sports country, with people’s physical literacy and health level, comprehensive sports strength, and international influence ranking among the top in the world. Sports will become a landmark cause of the great rejuvenation of the Chinese nation.

1.The main structure of mass sports governance in universities

The main subjects of mass sports governance in universities are the government, social organizations, markets, families, etc. In China, the government plays the most important role in mass sports governance in universities and is the core force for the development of mass sports in universities. The government mainly provides basic public services and supporting facilities for mass sports to ensure the most basic needs of universities and mass sports. Due to the wide coverage, complex management and diversified demand of mass sports, the government alone cannot guarantee and meet the growing demand of the masses. The market that plays a fundamental role in resource allocation will supply sports products and services to meet the personalized and special needs of mass sports in colleges and universities. With the continuous development of the economy and society, people’s physical and mental needs have become more diverse. Social sports organizations can coordinate the differences between cities and regions, greatly alleviating the supply-demand contradiction to some extent. The family environment plays a subtle role in promoting mass sports in universities. The survey found that the higher the family income and education level, the higher the level of emphasis on sports. There is a positive correlation between the two. The emphasis on sports among high income and high education groups can promote the overall awareness of sports in families.

2.The basic current situation and difficulties faced by the development of mass sports in universities

2.1 The imbalance between university sports work and the development of sports infrastructure in sports venues

It is understood that due to various factors such as city, funding, and student numbers, the infrastructure of sports venues varies

between universities. Universities with good sports facilities can play a good role in promoting the development of mass sports, such as undertaking social events and sports activities in enterprises and institutions; On the contrary, sports stadiums with outdated sports facilities in universities may only meet the needs of teachers and students in their own schools, making it difficult to further meet the development of mass sports.

2.2 Some university teachers and students have outdated sports concepts, emphasizing intelligence over physical fitness

According to the survey, many universities have a phenomenon of “valuing intelligence over physical fitness”, especially for students who are not majoring in physical education. They often take leave of absence from university physical education classes or do not pay much attention to their daily physical education classes, believing that physical education classes are just a way to relax their body and mind. Even when they are physically active, there are many students who find it difficult to achieve basic physical and mental conditions. Of course, there are various factors that cause this kind of on-site situation, but we do not attach importance to physical education. The lag in concept is a very important factor that leads to its deviation in consciousness, and physical education courses are even regarded as edge disciplines of universities. Universities should change the concept of “valuing intelligence over physical education”, attach importance to campus sports culture, improve the quality of school-based mass sports, deeply integrate school and regional mass sports, and achieve synchronous and high-quality development of mass sports.

2.3 There is a partial vacancy in the functions of government entities

After Socialism with Chinese characteristics entered a new era, the main social contradictions in China have been transformed into contradictions between the people's growing needs for a better life and unbalanced and inadequate development. With the rapid development of the economy and society, the people hope that the sports industry can further reform, change the previously closed and single management mode of mass sports development, and develop into an open and multi subject collaborative governance mode of mass sports. Due to the imbalanced development of mass sports in universities and the lack of functions and unclear responsibilities in the process of building a service-oriented government, mass sports in universities are unable to meet the higher needs of mass sports. At the same time, university gyms are all funded by the government, and coupled with low management levels, they cannot play a role in market resource allocation, resulting in low utilization efficiency and limiting waste.

3. Optimization Path for the Development of Mass Sports in Universities

3.1 At the macro level, the collaborative optimization between the government and social sports organizations and other entities.

The Several Opinions of the State Council on Accelerating the Development of the Sports Industry and Promoting Sports Consumption clearly stipulate that the approval of mass sports events and activities should be canceled, and the responsibilities of sports associations and sports administrative agencies should be clearly divided. The government should transform its functions and provide more services for the development of mass sports. It should support more enterprises and groups to enter the field of mass sports in universities, further determine the dominant position of universities and the market. Of course, in order to prevent the occurrence of monopolistic interests, supervision can be appropriately strengthened.

3.2 At the meso level, universities should change the concept of “valuing intelligence over physical fitness” and adhere to the close combination of physical education compulsory courses with extracurricular physical education and sports cultural activities.

University leaders and teachers and students need to change the concept of “valuing intelligence over physical fitness”, not only incorporating physical education courses into compulsory courses, but also repositioning relevant physical education courses to make them the main aspect of developing mass sports, thereby promoting the participation of social groups. For example, through the study of relevant physical education courses, college students have mastered some basic skills and theories of physical education. Not only can it be used for daily sports, but it can also have a good demonstration effect when entering society after graduation. This is also a very important method and way for universities to develop mass sports.

3.3 At the micro level, individuals and families need to change their mindset and actively engage in sports.

The development of mass sports ultimately needs to be implemented by individuals and families. On the one hand, individuals and families need to change their educational concepts. Of course, the transformation of educational concepts is not overnight and requires a long-term process. Therefore, it is necessary to start from a child and educate them to love sports from a young age, so that children can establish this kind of thinking and awareness; On the other hand, as the saying goes, “If you don’t lead, you won’t follow. If you don’t lead, you won’t believe.” Parents are the first teachers of their children, and they should actively participate in the sports activities around them. By doing so, children can develop a strong interest in mass sports. Finally, to create a good atmosphere and environment, parents can watch various sports competitions and activities at home, and participate in or watch some on-site competitions or sports activities outside to put their children in this sports atmosphere, which can also improve their participation.

In short, as the largest government entity in mass sports, we should effectively transform government functions, actively increase financial investment through various channels, formulate more policies and measures conducive to the development of mass sports, actively guide social sports organizations to participate in mass sports, coordinate resources such as universities and social sports organizations, and encourage more families to participate in mass sports; Universities should actively change the concept of light physical education courses and sports, actively build and improve relevant sports facilities and venues, mobilize students' enthusiasm and initiative to participate in sports through the development of physical education courses and sports, and increase cooperation with social sports organizations, introducing social forces to further promote the development of sports industry

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Author Introduction: Zhiyan Xiao (1982-), female, Han nationality, born in Hunan Yongzhou, doctoral degree and associate professor. Education: Hunan University of Science and Engineering, research direction: Sociology of sport.