

# The Dilemma and Path of China's Sports Management System in the New Era

Jing Wu

(School of Law, Qingdao University of Science and Technology, Qingdao, Shandong Province)

**Abstract:** Strong in sports is strong in China, and the prosperity of sports is the prosperity of country. Sports embody the dream of national strength and revitalization, which is not only the true meaning of national strength, but also an important component of people's healthy and happy lives. Since the 18th Party Congress of the Communist Party of China, General Secretary Xi Jinping has delivered a number of important speeches on sports reform and development, as well as a series of important instructions and comments. China's sports management framework is essentially complete, the sports management mechanism has been improved, and the legalization has been developed. Despite China's success in sports governance, there are still issues that need to be addressed, such as the conflict between administration and sports management, the imperfection of the relevant sports legislation system, the lack of methods for utilizing modern technology, and unified approach to sports development. This paper will examine the evolution of sports governance in China, analyze its problems. Finally, in response to the existing problems, investigate some viable options for promoting the development of sports in China.

**Keywords:** Sports management system; administration; legislation; pathways

## 1. Problem Formulation

The report of the 20th National Congress of the Communist Party of China pointed out that socialism with Chinese characteristics has embarked on a new journey and has

taken a path of modernization development with Chinese characteristics, which is characterized by a large population, common prosperity for all people, coordination between material civilization and spiritual civilization, harmonious coexistence between man and nature, and peaceful development (Ma & Cui, 2022). This modernization provides fundamental guidance for the development of various undertakings in China, including the construction of a sports power. In August 2019, the Notice of the General Office of the State Council on Printing and Distributing the Outline of Building a Powerful Sports Nation proposed the overall goal of achieving modernization of the sports governance system and governance capacity by 2035. The Fifth Plenary Session of the 19th CPC Central Committee made a strategic plan to build a strong sporting nation by 2035. General secretary Xi Jinping's important discourse on sports and the deployment of future development in the Fifth Plenary Session provide fundamental guidance for the formulation of the "Plan" and indicate the direction of development (Jiang & Cai, 2023). Sports play a vital position for a country, and the healthy development of sports has far-reaching significance for the economic and social development and social progress of a country. Therefore, the importance of sports management system is self-evident, as it serves as a guiding light for sports development, how should we use the sports management system to develop sports? Sports management is inseparable from government, and there are intricate relations between sports management and government management, how to grasp the relationship between the two? Based on existing research, this article will summarize the existing problems in China's sports management system and propose suitable paths for China's sports management system. The development of China's sports management system

## 2. The Development of China's Sports

### Management System

As a system and institution that encompasses the establishment of sports management agencies, the division of powers, operating mechanisms and other aspects of the system and the general term, is to guide the coordinated development of competitive sports, mass sports, professional sports programmatic system sum. The development of China's sports management system has undergone four main stages. In the first stage, from the founding of the country to the reform and opening up, the goal of our sports development was "national, scientific and popular" new sports, and the government directly managed the development of sports (Ye & Fan, 2018). The second stage was the beginning of the 1980s, when our economic development was steadily developed, creating a stable environment for the development of sports and a certain development of the sports management system. During this period, many decisions and policies were introduced to promote the development of sports. In the third stage, with the arrival of the Beijing Olympic Games, China's sports management system has been continuously promoted, especially in the performance of the Asian Games, and the Beijing Olympic Games, China's competitive sports have been greatly enhanced. At the same time, mass sports have also been given attention. In the fourth stage, from the Beijing Olympic Games to the present, the reform of sports management system has deepened and developed, in which the focus is on the development of mass sports and sports industry. The most obvious of these are the emphasis on school sports, the construction of basic sports facilities in society, and the development of comprehensive sports activities such as urban marathons and the development of school youth soccer teams, among other activities that stimulate the development of mass sports. At the same time, the successful hosting of the 2022 Winter Olympics in Beijing has received unanimous

praise both domestically and internationally, and has also contributed to the development of China's sports industry. In conclusion, under the influence of different management concepts and policies, China's sports organization system, including the functional positioning and management of sports authorities and individual associations, has produced huge changes in the focus of development of China's sports management system.

### **3. The Dilemma of China's Sports Management System**

From the development of China's sports management system has gone through four stages, it is easy to see that China's sports management system from the government's monopoly, slowly decentralized society for the management of sports affairs, from the focus on the development of competitive sports to realize the importance of the mass sports business change. China's sports management system takes the form of a "whole-national system", with the government taking the lead, managing sports affairs by administrative means and allocating resources by planning means, forming a three-in-one sports management system. With the development of our society and economy, the government-led management is not dynamic enough. Therefore, our sports management in the administrative and sports management of the appearance of the conflict, the application of legal means is ineffective, lack of scientific and technical means.

#### **3.1 The Conflict Between Administration and Sports Management**

China's sports management system is divided into a vertical and multi-level structure according to hierarchy, from the central to local level, the management form of the State General Administration of Sports, provincial and municipal sports bureaus is formed, the vertical structure of the sports management

system is clear and smoothly communicated. But horizontally, there is a confusing structure of sports management centers - individual associations (Ye et al., 2019). China has always adhered to the "whole-nation system" of sports management, which is managed through administrative means, with the government "managing" and "implementing" sports, and this form has indeed had a positive effect on competitive sports. However, this system has certain drawbacks, such as: a single operating mechanism, difficult to adapt to the development of the market economy, generating some problems such as corruption within the sports management. The corruption in the internal management of Chinese men's football is common, which is also the reason for hindering the development of Chinese football. Since the 18th National Congress of the CPC, the Chinese government has been advocating "streamlining administration and delegating power, and transforming government functions," but there has been little success in our sports management system, which has lagged behind in development. If the administrative management has always been in a dominant position, the development of Chinese sports cause lacks innovation, which also greatly limits the participation of the society, and the development of mass sports will also be slow, it may aggravate the unreasonable financial expenditure of the government regarding sports development (Jalil et al., 2020).

#### **3.2 Inadequate Application of the Rule of Law**

With the revision and improvement of the Sports Law of the People's Republic of China, the process of legalization of sports in China has been accelerated, and the modernization of sports governance system and governance capacity has been gradually realized, and the laws, regulations, rules, normative documents and institutional documents related to sports in China are comprehensive. Among them is the development of sports and physical education, enhance the physical

fitness of the people, is the legislative purpose of the sports law, but in the actual work of 2 prominent problems: the macro sports management rule of law effect is obvious; micro level sports management legalization implementation is not effective(Liang Yao, 2019).For example, the administrative law enforcement capacity of the sports system is already very limited, facing the current situation of frequent school sports injury accidents and mass sports facilities being illegally occupied and destroyed. Sports administrative and law enforcement bodies in the context of decentralization, if it is difficult to perform their duties actively, there is no way to maintain the order of the sports market. The most important means of administrative enforcement in sports are administrative punishment, license and compulsory means. These means can be more direct to achieve the purpose of administrative management, but the lack of certain guidance, education function, law enforcement costs increase, while the scope and extent of the object of law enforcement methods are limited, it is difficult to effectively solve the problems in sports management.

### 3.3 Insufficient Technological Capabilities for Smart Management

The modernization reform of sports governance requires “co-construction, sharing and co-governance”, which requires multiple subjects to understand each other, which is the basis for collaborative governance among all interested parties. The government should understand the number of social and market players, the status of capital and human resources, etc. The market and social players should understand the government's demand for sports supply and sports management and grasp relevant regulations and policies; the government, social and market players should understand the actual demand preferences of the public and the main demand contents (Liu et al., 2019). But it is difficult to achieve under the traditional management methods

and means, which requires governments and sports management departments at all levels to continuously improve the level of intelligent sports management. The current level of wisdom and intelligence of sports management in China are not enough. Especially now the development of cloud computing, artificial intelligence and other intelligent means, China's sports management using intelligent technology is relatively lacking. For example, although Jiangsu and Liaoning have built sports wisdom service platforms, it was found in the field survey that none of them could realize the organic linkage between the government, society and market players, and could not meet the development needs of China's sports.

### 3.4 Single Approach to Sports Management

The Management of sports in China has been too one-dimensional, externally the lack of depth of exchange and learning with other countries, and the internal talent cultivation system is not sound enough, which leads to the loss of many athletes or related sports talents. Firstly, from external perspective, the practice of developed countries shows that the relationships between the main bodies of sports governance are mostly of multi-center network structure, but the process of constructing multi-center network structure in different countries has different characteristics. For example, the United States prioritizes market, followed by society and national government in sports development, while Japan emphasizes independent development of multiple subjects with responsibilities. These two models of sports development do not have essential differences in sports governance, requiring coordination and cooperation among multiple subjects, but the way of collaboration and the priority order of subjects' development are different, each having its own advantages and disadvantages that cannot be copied by China. China has always had a “ping-pong diplomacy” policy, using small ball sports to promote broader diplomatic relations. However, in terms

of overall sports development, this approach has mainly promoted the development of table tennis. It has not been very beneficial for the development of other sports, such as basketball, football, track and field, etc. Despite significant financial and human investments made in men's football development, it has not yet produced satisfactory results. We need to reflect on the fact that there may be shortcomings in sports cooperation that cooperation is particularly important when strengthening management. There may be many factors contributing to unsatisfactory cooperation, such as policy issues, compensation issues, management issues, etc. Secondly, from internal perspective, the Opinion on Deepening the Integration of Physical Education and Education to Promote the Healthy Development of Children and Adolescents issued in August 2020 emphasized the need to strengthen coordination among sports, education and other departments, and to build a youth training and competition system with multiple participants (Liu & Han, 2014). However, China's reserve talent cultivation still faces problems such as shrinking training scale, narrow selection criteria, poor competition management, and unreasonable resource allocation. At the same time, the security system for retired athletes is not sound enough, including post-retirement life security and safeguards for injuries and disabilities incurred during sports training.

#### **4. Exploring the Path of China's Sports Management System**

##### **4.1 Promoting the Transformation of Sports Administration and Government Functions**

The sports governance pattern of “co-construction, sharing and co-governance” is the concrete embodiment of the Party's leadership core position in sports governance. In the sports governance pattern of “co-construction, sharing and co-governance”, emphasis is placed on “one core

and diversity” (Liu & Zhu, 2021). The core status of the Party and the government requires it to be both the regulator and the promoter of sports governance. This pattern of sports governance creates a good environment and condition for the transformation of government functions. Sports management system of our country has been developed for many years, but there are still some inherent disadvantages, the main reason is that the government functions are not transformed enough. In specific sports practice, although the government and sports management departments have handed over some of their functions to the society, the government has not done a good job in following up the services, resulting in the society not being able to really play its proper power. “co-building, sharing, and co-governance” can truly liberate the government from the specific affairs of sports supply, bring into play the strength of social organizations and market subjects in sports, and effectively solve many problems in sports management, such as insufficient talents and insufficient funds.

At the same time, sports administration organizations at all levels should shift their focus to implementing national policies, strengthening industry management and providing services in accordance with the law. Based on a thorough transformation of functions, we should promote the reform of sports administrative agencies, optimize organizational structures, achieve positive interaction between structure and function and reform sports administrative agencies according to the principles of streamlining, unification, efficiency, and suitability for local conditions.

##### **4.2 Building a Sports Management System that Combines Rule of Law and Moral Governance**

To realize the legal issues in the development of sports in our country is not only legislation, but also how to enforce the law. First of all, governments and

sports management departments at all levels should change the traditional concept of sports governance, establish the awareness of sports management within the scope determined by laws and regulations, and learn to consciously restrain the behavior of governments and sports management departments in sports services and management. Secondly, the rule of law should be applied to solve problems in sports management, and the process of sports management should be promoted by using rule of law thinking, so that different subjects of interest can build a benign space for the rule of law in sports under the premise of equality. Implementation of the local sports law enforcement responsibility system, to support local comprehensive law enforcement agencies in carrying out sports administrative law enforcement activities. To promote the rule of law in sports through education and publicity, improve the legal learning system for leading cadres, and strengthen the promotion and education of the rule of law for athletes, coaches, referees, as well as sports social organizations, sports market entities, etc. To improve the mechanism for resolving sports disputes and legal services, accelerate the establishment of a national sports arbitration institution, and guide the effective connection between internal dispute resolution mechanisms of individual sports associations and sports arbitration.

In addition, moral governance is an important player in the governance of our sport. In the new era, to form an organic combination of rule of law and moral governance in sports governance, it is necessary not only to widely publicize the meaning of sports governance and the value of sports development and other issues through traditional means, but also to actively innovate forms to introduce beneficial experiences in social governance into sports governance, resolve the many risks in sports development and coordinate the needs of different stakeholders (Hao & Liu, 2023). For example, in the development of the rationality and legitimacy

of various sports administrative law enforcement methods, the whole sports administrative law enforcement is also implemented to the whole process of reasoning law enforcement methods, which is also a manifestation of moral governance, enhance the two-way interaction of law enforcement, more humane and rational, but also to enhance the social effect of sports law enforcement requirements.

#### 4.3 Innovating Sports Management Tools and Methods

Innovative means and methods of sports management are beneficial in promoting the development and improvement of our sports management system, as well as promoting the development of mass sports. With the continuous development of intelligent technologies such as cloud computing, artificial intelligence, chat GPT, and other intelligent technologies, the degree of information data in China has been increasing, and the development of the Internet has provided people with a convenient and fast lifestyle. "Web-based Solution to Sports Management Reform: Case of a Linton University College" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), The projects' aim was to help improve the management of sports as well as allowing the students to be aware of the sporting events at the university. The development of the system primarily focused on implementing the most important functionalities required by the users as well as meeting the objective set. Accordingly, a web based system is developed as a solution and it will centralize information regarding sports for an institution(Nyabinde et al., 2018).We should continue to innovate sports governance methods and means, promote sports management with networked and intelligent technical means, process and analyze massive information using intelligent technologies such as cloud computing, and make intelligent responses and decisions on various demands such as national fitness, sports venues, event IP, fitness and



sports socialization. By building an “Internet + sports services” sharing platform, we can further improve the sports facilities management system, increase the utilization rate of sports facilities, provide more convenient and better services to the public, and solve the current problems in the supply of sports services. The innovative means and methods of sports management will be beneficial to the development and improvement of our sports management system, as well as the development of mass sports.

Developing a mobile app that includes functions for managing sports in universities that has important value in the current era. Currently, many universities have developed mobile apps for teaching and management purposes, with “Rain Classroom” developed by Tsinghua University being a typical example. This software has both web and mobile versions and has achieved rich teaching scenarios through multiple technological iterations (Zeng Qi, 2022). Qingdao University of Science and Technology developed an “Love Sports” app for their students' physical education during the innovation and entrepreneurship training competition in Shandong Province, which promotes students' physical exercise through smart management. Universities with the necessary conditions can also develop their own mobile apps suitable for managing sports on their campuses. If they lack relevant technology and funding, they can also use third-party mobile software.

#### 4.4 Improving the Way Sports are Managed

From an external perspective in China's 14th Five-Year Plan, it is proposed to enhance the level and quality of sports exchanges with other countries, cooperate in carrying out sports diplomacy, deeply participate in high-level inter-governmental humanities exchange mechanisms, fully utilize multilateral cooperation platforms such as “Belt and Road”, “Shanghai Cooperation Organization”, and “BRICS” deepen sports exchanges with other countries through well-organized and high-quality

sports exchange events, and promote mutual understanding among people. Further enhance China's comprehensive strength and international competitiveness in competitive sports by bidding for, hosting, and participating in international major sports events. Comprehensively deepen sports exchanges and cooperation with Hong Kong, Macao regions, focusing on promoting sports cooperation in the Guangdong-Hong Kong-Macao Greater Bay Area, and helping Hong Kong, Macao integrate into the overall development of the country. Of course, China has made significant progress in this regard, so we must continue to persist. Sports have no borders and we must work together with other countries to make progress, strengthen cooperation, learning and exchanges between different regions, and promote the common development of sports across the world. From an internal perspective, improve the post-retirement security mechanism for athletes. Establish standards and procedures for granting subsidies to encourage and guide retired athletes to transition to new careers, provide various employment information and guidance, create a platform for retired athletes' employment and entrepreneurship, and establish an employment information sharing mechanism that covers sports administrative departments, education administrative departments, and sports industry associations (General Administration of Sports, 2020). Under the premise that government departments grasp the overall development direction of competitive sports, it is necessary to stimulate the enthusiasm of enterprises and social organizations to participate in the training of competitive sports reserve talents, build a flat training system for competitive sports reserve talents, clarify the roles and rights and responsibilities of different training bodies, establish a collaborative working mechanism, coordinate various social resources, and form a pattern of training competitive sports reserve talents led by the government and participated by multiple subjects (Qi et al., 2022).

## 5. Summary

When sports are strong, the country is strong. Good sports governance is an important guarantee for the development of sports in China. In the context of building a strong socialist sports country, we have to realize the modernization and reform of sports governance in China should be realized. China's sports management has been dominated by the national system, which inevitably leads to some problems and hinders the development of sports in China. Therefore, it is an inevitable choice for our government to transform its governmental functions, to inject vitality into social sports and mass sports, and to continuously

enhance the awareness of sports for all. At the same time, the government's management should be based on the rule of law, balancing both virtue-based governance and legal governance, resolving deficiencies in sports legislation and law enforcement, and further encouraging the public to abide by the law in sports management. We should use smart means to improve the level of our sports management system, externally adhere to a cooperative and win-win open strategy, which build a new pattern of foreign exchanges in sports. Internally, we need to strengthen the training of sports talents in China, constantly support them, and promote the vigorous development of the sports industry in China.

## References

- Ma Chengming & Cui Li (2022). The “Five-in-One” Approach to Promoting Health Development in Ethnic Regions and Strengthening the Awareness of Building a Community with a Shared Future for the Chinese Nation under the Background of Chinese-style Modernization. *Journal of Nationalities*, 13(11): 11.
- Jiang XI & Cai Pengjia (2023). Legislative review, legislative innovation and key supporting legislation improvement of the newly revised Sports Law. *Sports Research*, 44(01):15-23.
- Ye Lin & Fan Yuyao (2018). Chinese sports management system: Evolution, present situation and future. *Journal of Gansu Administration University*, 126(02):41-50+126-127.
- Ye Lin, Chen Yunxuan & Fan Yuyao (2019). The Dilemma and Outlet of Chinese Sports Management System Reform -- Based on the investigation of Football Reform. *Chinese Public Administration*, 41(09): 50-55. <https://doi.org/10.19735/j.issn.1006-0863.2019.09.07>.
- Jalil Miryousefi Sayyed, Karamoozian Milad & Jahanshahi Mehdi (2020). Establishing Total Quality Management System in the Sports Clubs. *International Journal of Sports Science*. *International Journal of Sports Science*, P6. <https://doi.org/10.5923/j.sports.20201001.01>.
- Liang Yao (2019). Research on the Reform of Chinese Sports Administrative Law Enforcement. *Sports Scientific Research*, 40(04):67-74.
- Liu Mingyi, Ding Huang & Zhang Yiheng (2019). Sports Organization: The Core Proposition of Chinese Sports Management Theory and Practice in a New Era. *Journal of Chengdu University of Physical Education*, 47(04):72-79. <https://doi.org/10.15942/j.jcsu.2021.04.012>.
- Liu Xianguo & Han Qinying (2014). Research on the Development of Sports Administration in New China. *Journal of Henan Institute of Education (Philosophy and Social Sciences Edition)*, 33(06):106-109. <https://doi.org/10.13892/j.cnki.cn41-1093/i.2014.06.024>.
- Liu Yu & Zhu Yiran (2021). Review of the Experience and Reform Focus of Sports Governance in China in the New Era from the Perspective of Historical Mission. *Journal of Tianjin University of Sport*, 36(01):1-11+36. <https://doi.org/10.13297/j.cnki.issn1005-0000.2021.01.001>.
- Hao Wenxin & Liu Bo (2023). Research on the High-quality Development of China's Competitive Sports Management System



- Led by Chinese-style Modernization. Journal of Hebei Institute of Physical Education, 37(03): 1-7.
- Nyabinde David Tatenda, Noor Zuhaili Binti Md Yasin & I Sheik Mohideen Abdul Latheef (2018). Web-based Solution to Sports Management Reform: Case of a Linton University College. International Journal of Trend in Scientific Research and Development (ijtsrd), pp.197-202, <https://doi.org/10.31142/ijtsrd19138>.
- Zeng Qi(2022). Analysis of the Construction Path of University Sports Management Mode under the Perspective of 'Internet Plus. Science and Education Guide, 502(34): 36-38. <https://doi.org/10.16400/j.cnki.kjdk.2022.34.012>.
- General Administration of Sports (2020). Notice of the Ministry of Education on the Issuance of Opinions on Deepening the Integration of Sports and Education to Promote the Healthy Development of Youth. <http://www.gov.cn/zheng ce/zheng ceku/2020-09/21/content5545112.htm>.
- Qi Ming, Fang Qianhua & Wang Tao (2022). The Dilemma and Relief of Retired Athletes in China's Transition to Physical Education Teachers under the Background of Sports-Education Integration. Journal of Sport and Culture, (7): 92. <https://kns.cnki.net/kcms2/article/abstract>