

2014

# BioTechnology

*An Indian Journal*

FULL PAPER

BTAIJ, 10(21), 2014 [13090-13096]

## Construction of athlete exchange system based on the development of Chinese sports in new period

Nie Qi

Jiangxi University of Traditional Chinese Medicine, Nanchang, 330046, (CHINA)

### ABSTRACT

With the continuous progress of economy and society, the world competitive sports also continuously developed, as a consequence, no matter in communication form, scope, or in terms of the number of athletes also produced profound changes, which internationalized the athletes exchange patterns. This paper selected related research about Chinese sports development in different historical periods since the founding of China, and discussed the necessity for the construction of new athlete exchange system. On athletes exchange problems, the model of Chinese economy and the demand of competitive sports determine its internal changes. This paper selected the new period since the founding of China as the background, discussed the factors influencing the Chinese athletes exchange: First of all, the regional difference of economic development have promoted the exchange of the athletes; Secondly the current exchange management system can not keep up with the developmental speed of competitive sports, athletes exchange are limited, some provisions even have played an role in blocking athletes exchange; Thirdly, the barriers of athletes exchange take the form of the restriction and limitation in training system; Finally, in competitive sports career in China at present, there is urgent need to improve the links and factors: athletes exchange market is relatively backward, the quality of some sports agents are low. Integrated the above analysis, start from the new period Chinese sports career development perspective, take prominent features of exchange patterns in other countries as a reference, to put forward ideas of new athletes exchange system construction from four aspects of athletes training, etc.

### KEYWORDS

The new period; Athlete exchange; Exchange system; Competitive sports.

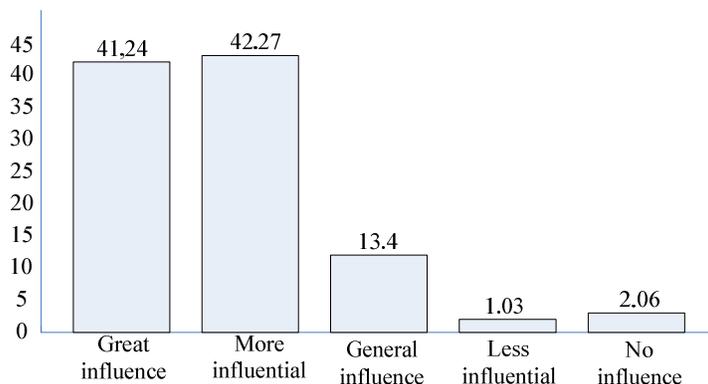


### INTRODUCTION

As the old saying goes “develop people’s ability and at the same time to provide a platform for it”. In economics there is a similar expression, which is the theory of supply and demand is the expression of the importance of talent exchange. In all kinds of methods to improve the level of competitive sports, the talent exchange has received extensive attention of people because of its high successful rate<sup>[1]</sup>. Take the NBA professional basketball league as an example, in 1984, David stern took office and set up the salary cap, after 30 years development, the salary cap has developed from \$3.6 million with a ceiling to \$58.6 million. The introduction of excellent basketball athletes around the world and communication with each other made sports spectator significantly improved, which molded the brilliant achievements in the league. Under the premise of ornamental improvement more embodies the extraordinary commercial value, and the global coverage of sports broadcast created high profit<sup>[2]</sup>. Another example is the football league which owns many loyal fans in the world, with the broadcast of the European five big leagues appeared the world's super clubs, and its commercial value successfully attracted the sponsorship of enterprises, the perfect transfer and communication system is the strong support for the success of the events. In the development process of competitive sports increasingly became internationalization and marketization, athletes exchange has its inevitable developmental trend, and through the exchange of athletes, the level of competitive sports can get rapid ascension. In the background of the rapid development of Chinese social economy, competitive sports have also been marketization, internationalization and professionalization, increasingly frequent exchange of athletes played a promotion effect for the development of competitive sports in China<sup>[3]</sup>. Where there is a development, there is a contradiction, in the competitive sports career in China, there are some restrictions in the athlete exchange: first, in competitive sports career, the ornamental and commercial value determined the potential benefits of its market, this objectively has the demand of opening athletes talent exchange market, and there need a discussion about how to build a Chinese characteristics, more healthy and perfect competitive sports athletes exchange market; In China, the competitive sports athletes talent exchange is restricted by the planned economy system; To change the ideas, the athletes should get rid of local protectionism, so as to promote the development and redevelopment of competitive sports in China. This paper based on the problems of competitive sports athletes exchange in China and exchange system status, puts forward the solutions and countermeasures, and provides the objective and the reality basis for the study of athlete exchange system<sup>[3]</sup>.

### RESEARCH CONTENTS AND METHODS

This paper takes the historical period since the founding of China as the background, from the factors such as politics, economy and culture, etc to organize the competitive sports talent exchange environment in China, analyses the factors that affect athlete exchange and makes the discussion as follows: firstly, analyze the form and management mode of athletes talent exchange domestic and foreign; Secondly, analyzes the influence of political, economic and cultural factors on athletes exchange; Thirdly, after establishing the athlete exchange system, to discuss its security system; Finally, analyze the effect of sports agents in athlete exchange system<sup>[4]</sup>. Through a deep analysis of Chinese competitive sports athletes exchange to create a new athletes exchange system with Chinese characteristics and in accordance with the situation of China. The low education level affects the ability of understanding and cognition, and hinder the economic development of athletes is shown as Figure 1.



**Figure 1 : The low education level affects the ability of understanding and cognition, and hinder the economic development of athletes**

Communication is the most basic survival needs for anything. "The running water will not be rot, the rolling door pivot will not be worm-eaten" from "Lushichunqiu · Jinshu", means things with regular exercise can keep the original vitality. The definition of communication from Ci Hai is "circulation, communication". Development to nowadays, communication most refers to the change of talent, and also reflected the liquidity, which often appears within the scope of the work area or industry, and can promote the social elements to learn from each other, promote the perfection of the

society, and is conducive to the development of positive effect of things<sup>[5]</sup>. In this paper, the exchange is defined as the direct or indirect circulation process, which is conducted through a certain way and form.

In the category of exchange there is talent exchange, the athlete exchange belongs subordinate concept. Athletes exchange can improve their own sports technology, can make the regional distribution more reasonable and balanced, and can make the competitive consciousness of sports get promoted. Athletes are people who master relevant sports knowledge and skills; they exchange the work area and environment by using athlete exchange. Exchange system is the inner link and the operation principle that exchange system conducted on the basis of exchange structure<sup>[6]</sup>. In competitive sports career, the athletes exchange is the study object, the scientific study methods is literature material method and system analysis method, organize the interaction between exchange elements and combine the reality of national conditions in China to take an in-depth analysis of the problems that existed in the Chinese athlete exchange.

### ATHLETES EXCHANGE SYSTEM

#### Function of athlete exchange

With the development of the competitive sports, athlete exchange gradually gets promotion, which plays a positive and the important function in the construction of competitive sports career:

Firstly, athletes exchange can reasonably regulate sports talents and integrate development structure to help recognize and locate the athletes' personal value, which is conducive to the cultivation of the integrative quality of athletes<sup>[7]</sup>. In today's society, the sports development in every country is not balanced; effective athletes exchange integrates talents in different countries, at the same time, and makes the international sports market more active. The influence degree of management backward in the cultural learning and moral education of the athletes is shown as Figure 2.

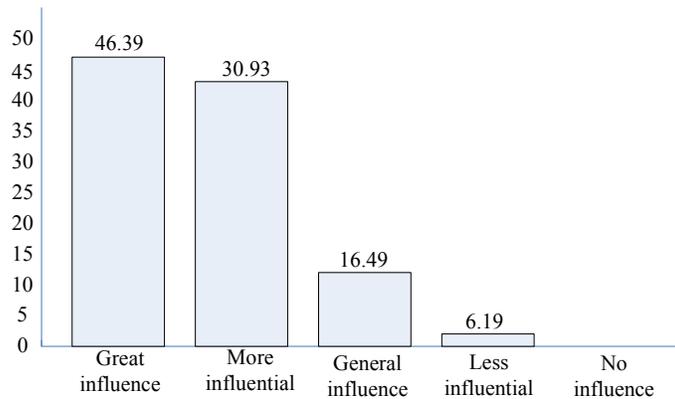


Figure 2 : The influence degree of management backward in the cultural learning and moral education of the athletes

TABLE 1 : Situation of Chinese athletes study abroad

Time	Events	Sending countries	Introduction of overseas personnel situation
1954.4-1954.10	Football	Hungary	By Premier Zhou Enlai, two youth team total of 25 people went to Hungary to learn and training, Zhang Junxiu, Zhang Honggen, Zeng Xuelin, Cong Zheyu and so on were outstanding representatives among them
1954.4-1955.5	Swimming	Hungary	Sent 24 men and women swimmers to receive training in Institute of Physical Education, Budapest, Hungary, Xiong Kaifa, Tu Guangbin, Pan Jingxian and Wu Xuxin were assistant coaches, and they created swimming techniques of “high sail”, “half-high sail” and “aircraft type”
1955.5	Weightlifting	the Soviet Union	Select and sent Chen Jingkai, Huang Qianghui and Zhao Qingkui, etc 9 weightlifters to study in the Soviet Union
1955.5	Mountain-climbing	the Soviet Union	National sports Commission sent Xu Jing, Shi Xiu, Zhou Zheng and Yang Deyuan to study in transcaucasian mountain camp, the Soviet Union, they and the mountain-climbers of the Soviet Union composed a Sue pamir mountaineering party, they successfully summited the Tuan Jie peak with the altitude of 6673 meters in Pamirs and Shi Yue peak with the altitude of 6780 meters, which opened the chapter of mountaineering sports in China
1955	Track and Field	the Soviet Union	Zhang Laiting, Li Shilin, Tang Li, Wu Fuquan, Gao Daan, Wang Shian, Zhou Chengzhi, Tian Jizong, etc were sent to Institute of Physical, Moscow, the Soviet Union to study
1957	Badminton	Indonesia	The national badminton team, to learn international advanced badminton technology

Secondly, athletes exchange plays a positive role in improving of national competitive sports level, which can promote the internationalization development of sports. In competitive sports, the regional development is extremely uneven, the international situations of athletes exchange made all the sports get international opportunities<sup>[8]</sup>. All the countries have their own advantage, by athletes exchange can improve the backward situation of other countries and can complement advantages sports resources to make the sports events get overall development, and promote the internationalization development of sports.

Finally, athlete exchange has the effect that cannot ignore in promoting international image and status. As a communication means of politics, economy and culture, sports exchange can make the image advantage of economic sports get promoted, which is beneficial to the output of the national traditional culture and help to create national brand image.

**TABLE 2 : Match exchange situation of Chinese competitive sports in the early years of the new nation**

Sports Events	Time	Race Name	Achievement
University Games	1951	The 11th Summer Universiade	Men's basketball, volleyball, won sixth
	1954	The 12th Summer Universiade	Table tennis, swimming, athletics, basketball, volleyball, outstanding
Table Tennis	1953	World Table Tennis Championships	Men's team won tenth, the women's team won third
	1957	24 <sup>th</sup> World Table Tennis Championships	Won the third of both men and women's team
	1959	25 <sup>th</sup> World Table Tennis Championships	RONG Guotuan won Men's singles champion
	1961	26 <sup>th</sup> World Table Tennis Championships	Men's team championship, men's and women's singles champion, four second place, eight third place
	1965	28 <sup>th</sup> World Table Tennis Championships	Men and women's team championship, men's and women's doubles championship, the men's singles champion, four runner- second place, seven third place
Badminton	1957	National badminton team visited Indonesia	Training, competition
	1963	Indonesia badminton team's visited China	Ten competition, China 6: 4 in victory
	1965	National team visited Denmark, Sweden	Thirty four competition, complete victory
	1965	National team visited Indonesia	complete victory
Gymnastics	1955	Germany (former East Germany) gymnastics team visited China	Learning experience and advanced technology
	1955	Poland held the second International Youth Friendship Games	No score
	1956	Visited Germany (former East Germany)	Men's gymnastics team won in score of 551: 80
	1955-1958	Participated International Gymnastics Competition 12 times	Get 23 championship
	1958	Moscow held the 10th World Gymnastics Championships	Won the men's World eleventh, women's seventh,
	1959	Georgia team, Poland	male and female individual all-around championship
Swimming	1959	Universiade gymnastics competitions	Women's horse-vaulting bronze
	1953	First International Youth Friendship Games	WU Chuanyu 100 meters backstroke champion
	1954	Sent 24 people to get training in Hungary	Training, competition
	1956	International Swimming Competition	100 meters and 200 meters breaststroke champion
	1958-1959	European Swimming Competition	Three men's breaststroke world record broken

### Athletes exchange system

Chinese economic system has experienced two stages: the planned economy and market economy. Accordingly, the formation of Chinese athletes exchange system also has experienced two stages. With the change of the economic system, the athlete exchange had made great progress, but it cannot be denied that there are some problems in athlete exchange.

In the beginning of the founding of China, time node for the year of 1949 to 1966, Chinese athletes exchange system is in the type of government management, the political base is "the whole nation system", exchange form is "three-level training network". The exchange of athletes extremely had the characteristics: return form of exchange, which means the return of the overseas Chinese and Hong Kong, Macao and Taiwan compatriots; exchange to the Soviet union, eastern Europe, where athletes were exchanged in study identity, TABLE 1 shows the exchange situation of Chinese athletes study abroad; The athletes exchange form of match rather than exercise mainly appeared in early China, which helped to improve the athletes' personal skills, and also played a promoting role in team cooperation, TABLE 2 shows the match exchange situation of Chinese competitive sports in the early years of the new nation.

The sports exchange in the early years of the foundation of China significantly promotes the development of the Chinese competitive sports. Throughout the development history of Chinese sports, the three forms of sports talent exchange are foreshadowing for flourishing development of Chinese competitive sports cause, and also the foundation of the accomplishments of sports in China today. TABLE 3 is the statistics of Chinese participation in sports in the early years of the new nation. It can be clearly seen that the reasonable athletes exchange can promote the healthy development of competitive sports.

**TABLE 3 : Statistics of Chinese participation in sports in the early years of the new nation**

Time	Countries and Regions	Total	People	Visiting China		Visit a Foreign Country	
		Times		Times	People	Times	People
1949	1	1	9	1		9	
1950	2	3	53	1	23	2	30
1951	4	4	61			4	61
1952	2	9	136	2	43	9	93
1953	7	10	156	1	30	9	126
1954	9	24	569	4	70	20	499
1955	13	44	1135	23	436	21	699
1956	27	90	1350	35	336	55	1014
1957	25	104	1666	45	754	59	912
1958	28	100	1051	51	467	49	584
1959	23	137	1732	68	910	69	822
1960	22	81	1212	34	510	47	652
1961	37	76	631	47	390	29	241

The Cultural Revolution in various degrees has influenced the exchange of athletes; the domestic athletes were forced to stop exchange, which was in the condition of complete collapse. Since 1971, ping-pong diplomacy opened the closed athlete exchange situation, but this kind of exchange is more important in the political significance, which cannot be considered as a real athletes exchange for promoting the development of competitive sports.

From 1978 to the 1990 s, China entered the early stage of reform, athlete exchange still took administration as the main body, by contrast, the athletes were still in a passive position, but the flexible policy of athlete exchange has played a positive promoting role. Since the 1990 s, China gradually groped out a road of administrative guidance set market regulation. The exchange environment has changed significantly in China: professional exchange form started, established exchange system in the new era; existed professional sports agent; marketization of sports events; exchange system is still not perfect.

### Existing problems

First of all, in exchange of athletes, the joint action of the benefit and traditional ideas limited the normal exchange of athletes. The existence of local protectionism has several reasons: to develop benefit for local sports, to prevent the local outstanding personnel outflow, to consolidate the local dominant position and to prevent the training achievement outflow. This kind of local protectionism is a violation of athlete exchange policy.

Second, with the continuous extension of the form of athletes exchange and the scope of athletes exchange, although had four times' modification and supplement of related management regulations in 10 years, it still can not meet the needs of sports development and have specification for new problems in athletes exchange in time.

Third, in China's competitive sports career, the cultivation of methods and techniques in sports training were paid much attention, while in cultural basis of athletes it was not doing enough, which affected the expansion of the ability of athletes, and also played a certain degree of restriction in the cross-industry athletes' exchange.

Finally, in China, the development of sports talent is extremely imbalance. In the transition of economic system in China, due to various reasons the athlete exchange also appeared a series of problems.

The influence degree of the official and businessman identity of Chinese government restrict the display of the market dominant position of the clubs is shown as Figure 3.

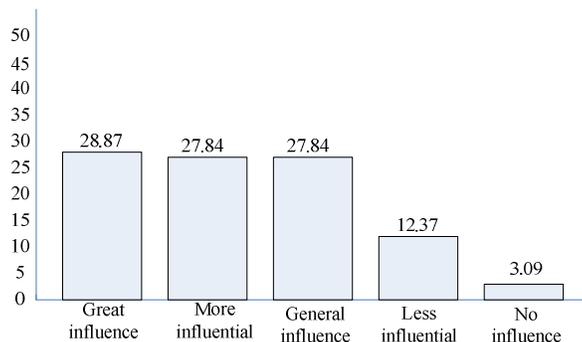


Figure 3 : The influence degree of the official and businessman identity of Chinese government restrict the display of the market dominant position of the clubs

### ATHLETES EXCHANGE SYSTEM IN NEW PERIOD

Based on the above discussion, this paper put forward that in the exchange of athletes to establish a new system of "two bridges, two foundations", and its description is as follows: two bridges separately represent sports agent industry and talent market, two foundations refer to the laws and regulations and personnel training. There are three key factors in the theoretical system: the exchange way is mediation, the exchange foundation is training, and the exchange guarantee is system. The construction of this system helps to standardize the exchange environment of athletes.

#### Base structure

The theory structure of "two bridges, two foundations" is the talent market, sports agent, training and institutions. These four elements can interact between each other and to promote the exchange of athletes in the new period. In the new athletes exchange system, two kinds of exchange forms can get effective complementary, mutual coordination, guarantee its intermediary role and solve the contradiction between supply and demand. Two foundations can guarantee the normal operation of exchange system and the establishment of exchange system, and to provide a stable standard exchange environment for exchange system. Two bridges and two foundations can compensate for each other and effectively coordinate each other.

#### Running mode

Training in "two foundations" is the base. Firstly, athletes training system should be established. Secondly, intermediary function should be valued, as the two bridges, mediation should communicate through its role in open communication to help athletes to find suitable development path. Finally, the exchange of athletes also can not leave the security of communication system. The total number of foreign aid and the number of America total in the 12 seasons is shown as Figure 4.

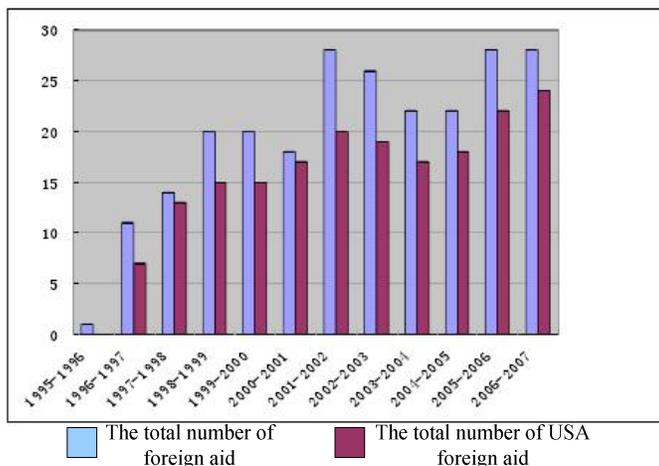


Figure 4 : The total number of foreign aid and the number of America total in the 12 seasons

Above introduced in the new construction of athletes exchange system, the function of four elements in two bridges, two foundations, through the introduction of function, explained the reason of selecting the four elements to construct the new system. In the new system, intermediary, training and system have their respective function, which has irreplaceable function in competitive sports exchange, and directly related to the vital interests of the athletes, and also decided whether the athletes in new construction exchange system can run properly. These four factors are put forward comprehensively considered state of actual athletes exchange system in the new period in China, and the four factors are also the theoretical basis for building athlete exchange system in the new period.

### CONCLUSION

In the process of competitive sports development, athletes exchange is the key factor. Athlete's effective exchange not only can effectively balance the development of the sports equalization, change the development pattern of Chinese economic sports, build a good exchange environment, but also can provide more participating opportunities for athletes who have the ability, optimize allocation of sports resources, and help athletes for better development. This paper selected different historical periods since the founding of China to have related research about the development of sports events, and discussed the necessity of building new athlete exchange system. According to Chinese actual construction of new athletes exchange system to comprehensively consider the new characteristics of sports career in nowadays and to put forward theoretical supposition. Since the society is in the development and progress, social development environment and exchange system continuously produce contradictory, according to different environment of development, in view of the characteristics to effectively modify athlete exchange system, so that the sports and society can be in harmonious development, to construct athletes exchange system from the view of change, to constantly supply and improve the athlete exchange system from the view of development.

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