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Construction of the athletes exchange system in the perspective of development of Chinese sports in new era

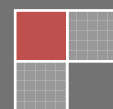
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ABSTRACT

With the development of economic globalization, the competition between countries has shifted from the competition of the military strength to the competition of economic strength and sports strength. At first, this study describes the exchange status and constraints of the athletes in new era. And, it proposes the athletes exchange system based on the perspective of development of Chinese sports in new era and addresses the core idea of its exchange system specifically. Then, it discusses the status, role and correlation of the four elements of core concept. Finally, it puts forward some suggestions for the exchange current situation of Chinese sports athletes. It has a certain reference value. However, the rapid development of Chinese sports in new era has led the original exchange ways and system of athletes can not satisfy the requirements of the current development of Chinese sports. The exchange system of athletes should be improved so that the athletes can find the development direction of themselves. First, this study describes the exchange status and constraints of the athletes in new era in detail. Then, it makes a detailed analysis for the reason than caused the current status of Chinese athletes' exchange in new era and proposes the construction of the athletes exchange system based on the perspective of development of Chinese sports in new era. Also, it elaborates on the core concept of the exchange system, and then discusses the status, role and correlation of the four elements of core concept. Finally, it puts forward some suggestions for the exchange current situation of Chinese sports athletes based on the perspective of development of Chinese sports in new era.

KEYWORDS

Sports; Exchange system; Competitive sports; Personnel training.



INTRODUCTION

With the implementation of China's reform and opening up, the economy gets rapid development and people's material and cultural level has been improved significantly. The competitive sports are becoming the focus which people concerned^[1]. Economic development needs of the exchange of people and the development of competitive sports also needs the exchange of athletes. People gradually realize that the cultivation problem of the competitive sports athletes has become the important problem to restraint the healthy development of Chinese competitive sports. Similar to it, how to improve the exchange system of Chinese athletes has become a key part of the development of Chinese competitive sports, so the discussion to the construction of Chinese athletes' exchange system in new era has certain research value^[2].

THE EXCHANGE STATUS AND CONSTRAINTS OF CHINESE ATHLETES IN NEW ERA

The exchange status of Chinese athletes in new era

Nowadays, the exchange of Chinese athletes has been freed from the dual limitations of the policies of planned economy era and local policies. At present, China offers the policy support and convenience to the athletes' exchange to encourage and promote athletes to communicate through normal procedures and channels, so as to integrate the excellent sports talents of different areas to make the second and third tier players get appropriate development space^[3]. In new era, Chinese athletes' exchange policy adheres to the development approach and policy of multi-channel, multi-form and multi-level. It has changed the inherent athletes' exchange way of China by using the marketization development mode to form cross-border and inter-regional sports talents exchange ways.

There are a variety of exchange ways for Chinese competitive sports athletes. By consulting and summarizing the relevant information, this study sums up the exchange methods of Chinese sports athletes which are shown in TABLE 1.

TABLE 1 : The exchange methods of Chinese sports athletes

Category	Explain the forms
Rent	A works for B and B pays money to A. The people who is rented to B owns to A, but the race results own to B.
Interchange	The two parties of interchange exchange persons they need from the other, and the race results own to the exchange party.
Buyout	That is one of the party buyouts the staff money directly and the human relations will turn to it. Compared to the transfer of personnel, the main difference needs to give a lot of money as compensation.
Coculture	The two sides achieve consensus on cooperation by the talent market. One party offers the athletes and another one offers the coaches. They cultivate the athletes through a combination of both talents, and the results of athletes own to the two parties.
Exchange by agreement	The two exchange parties sign an agreement and the exchanged talents own to the buyer. The two sides decide weather to exchange money. The purpose of the agreement is to share the results of the exchanged personnel.
Training on contract	According to the favorable conditions of staff cultivation party, another party pays the money to the cultivation party who on behalf of it to cultivate athletes, and the results own to the commissioning party.
Independent selection	For some people, the property belongs to the individual, and the two parties mainly cooperate in the form of renting.
Personnel changes	Different agencies make the personnel changes, which the staff needs to be transferred from one department to another department.

Since the reform and opening up, with the gradually increasing of exchanges with other countries, China made adjustment for the restrictions to the exchange of athletes. It began to implement the market-oriented of sports. So the exchanges activities of athletes increase gradually and each club can get athletes by the approaches of transaction, transfer and renting. And some local organizations can also get the desired athletes by signing agreements.

The constraints of Chinese athletes in new era

The protection policy of local organizations and local governments

Although the market-oriented of China has been implemented for many years, but some local protection policies and entrenched conservative ideology still restrict the normal exchange of athletes. The restriction mainly reflects the overprotection to the potential young athletes and the excellent athletes, limiting their free exchange. At this stage, the star effect and the market effect of excellent athletes are very obvious. So some local organizations or governments try their best to obtain the excellent athletes, and even using the defect of rules and regulations to take the enclosed protection measures for some potential young athletes and take a variety of means to limit the retirement behavior of some soon-to-retired athletes (TABLE 2). The reasons of local closed protection are summarized as follows: 1. only consider the interests of local sports

development; 2. take the boycott means for the exchange of the potential athletes to prevent damaging their interests in turn after the talents go out; 3. to ensure the status of the superiority project of the local place.

TABLE 2 : Statistics of the international sports events China participated in from 1949 to 1965^[1]

1949	1	1	9	0	1	9	0
1950	2	3	53	1	23	2	30
1951	4	4	61	0	0	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 laws and regulations about the exchange of athletes in China are not perfect

In the early 2003, China has promulgated the "National registration and exchange management approach of athletes", which has been used for eleven years. Now, this management approach has been unable to cope with the rapid development of Chinese sports industry. To a certain extent, it provides institutional convenience for the local organizations and governments to restrict the normal exchanges of athletes to guarantee their interests^[4]. Although the system changes cannot improve Chinese athletes exchange environment fundamentally. But it can adjust some outdated regulations slightly to lay the foundation of the complete change the of Chinese athletes exchange environment. The frame of the research is shown in Figure 1.

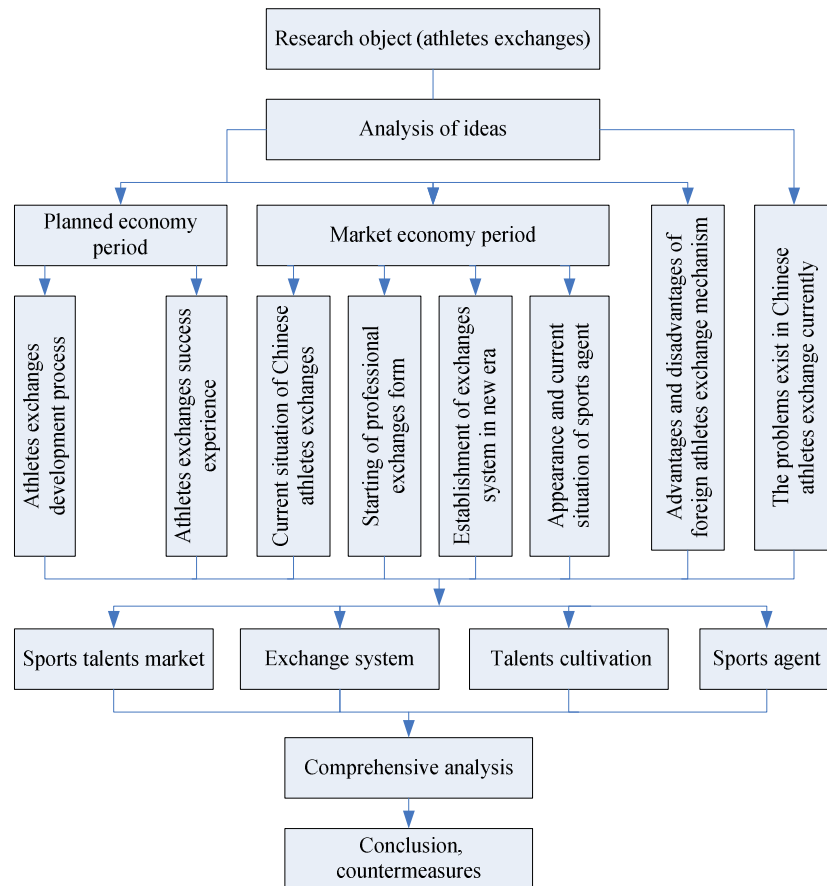


Figure 1 : Research framework chart

The regional development of Chinese sports industry is imbalance

Because Chinese sports development is still in the exploratory stage, so it often does not think of the specific situation of Chinese sports development and copies the foreign mature sports development mode directly, which resulted in the imbalance of geographical development of Chinese athletes^[5]. The main reason is that when copying the sports development mode of other countries, it can't take into account of the weakness of Chinese sports foundation, the large differences in the geographical environment and the lack of physical education reform experience and other factors. So it does not find a talent cultivation path suited to Chinese national conditions. The factors that influence the balance of regional development of Chinese sports are summarized as follows:

- (1) The climate and environment of different regions in China are very different. Different regions have different sports development situations, which led to the development imbalance of the athletes in different regions.
- (2) On the one hand, customs of different regions affect the athletes' development of different regions.
- (3) The economic development has great differences in different regions in China. This is the main reason that causes the development imbalance of geographical sports talents.

The cultural quality of Chinese sports talents is low

In China, both the government and the institutions think that it is enough that the athletes focus on the sports skills and technology, while ignoring the training of the athletes' cultural qualities, resulting in the widespread phenomenon that the athletes has no high educational level. This does not let the athletes to get overall and healthy development and hinder the multi-disciplinary exchanges of the sports talents. There are two reasons. On the one hand, Chinese athletes are not interested in the scientific and cultural knowledge and their self-learning ability is poor^[6]. The behavior of Chinese sports industry that only concerning about the sports scores while ignoring the scientific and cultural knowledge has affected the overall development of sports athletes seriously. On the other hand, due to the lack of scientific and cultural knowledge, the life of athletes is not effectively protected after retirement. Generally speaking, the training methods of athletes seriously affected the overall development of them, For improving the sports performance or providing protection for athletes' life after retirement, it requires the athletes to get more scientific and cultural knowledge^[7].

THE EXCHANGES SYSTEM OF COMPETITIVE SPORTS ATHLETES IN NEW ERA

The necessary to study the exchanges system of Chinese athletes

This study explores the current athletes' exchanges modes and proposes the current exchanges modes should be combined with China's specific national conditions. The existing sports personnel selection system should be improved and the traditional exchange modes of athletes should be broken. According to China's national conditions of the actual sports development, the construction of a new exchanges system for athletes is in line with the law of the development of China's sports market and it can give full play to the potential of Chinese athletes.

The construction of the exchanges system of Chinese athletes

On the basis of the original athletes exchange system, this study combines with the actual situation of China's sports to propose the exchange system of "double-base and double-bridge". The athletes exchange system is constructed based on the three main factors of sport agency, rules and regulations and personnel training. The sport agency is the important exchange means for athletes in the exchange system; the rules and regulations are the guarantee of the exchange system; the personnel training is the basis of exchange system. In addition, the "double-base" in "double-base and double-bridge" exchange system is interpreted as the rules and regulations as well as personnel training, which plays a very important role in the training and management of athletes; and "double bridge" is interpreted as China's sports talent market and sports agency, which plays a communication and bridge role in Chinese athletes exchanges. These four factors mentioned above play a huge role in Chinese athletes exchange market and the factors have relations with each other.

The basic framework of Chinese athletes exchange system

Specifically, the "double-base" in "double-base and double-bridge" exchange system is interpreted as the basis guarantee for the normal operation of athletes exchange system, which is mainly reflected in the regulations and personnel training. First of all, rules and regulations provide a standard for the normal operation of the exchange system. Only under the restrain of the rules and regulations, the various factors in the system can be carried out orderly. And the effective restrain to the personnel training, sports agency and the talent market can protect the normal operation of the exchange system^[8]. Secondly, personnel training are the key parts for the normal operation of the exchange system. Personnel training are related to the athletes' development. Without a good and effective training mode, even an effective exchange system also can not play a effective role. So, a good and effective training mode not only helps the athletes to improve the level of themselves, but also helps the normal operation of "double-bridge" in the exchange system.

The "double-bridge" in "double-base and double-bridge" exchange system is interpreted as China's sports talent market and sports agency. Sports talent market establishes a good platform for the exchange of Chinese sports talent and provide contact for the supply side and demand side of sports industry. And the sports agency has played a key role as the exchange media for athletes in the exchange system. In the athletes exchange system, people should choose the right sports exchange methods and take advantage of the advantages and complementary of the two exchange platforms of sport talent

market and sports agency to make the new exchange system better can meet the demand Chinese athletes exchange^[9]. The architecture diagram of "double-base and double-bridge" exchange system is shown in Figure 2:

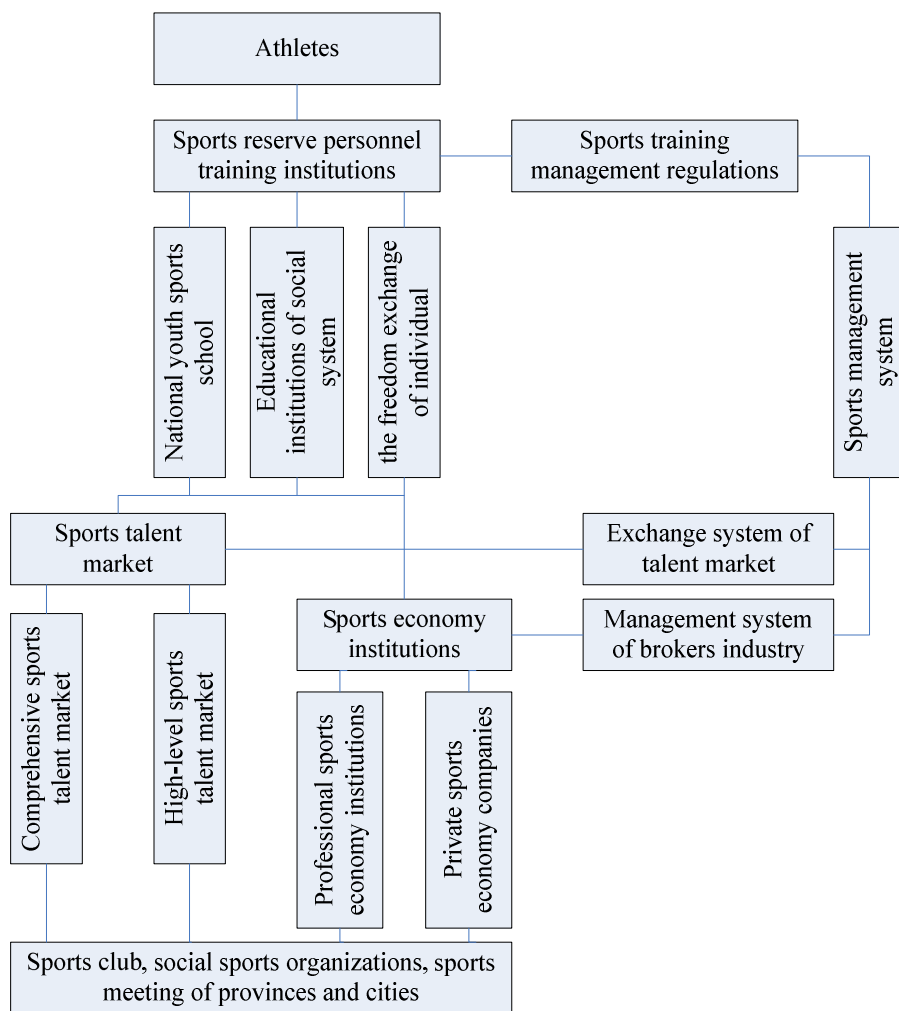


Figure 2 : The architecture diagram of "double-base and double-bridge" exchange system

The operation method of the "double-base and double-bridge" exchange system

At first, the operation method of the "double-base and double-bridge" exchange system always regards the whole exchange system of sports talent training as the basic starting point. By constructing the scientific talents training mode, the courses of sports skills and scientific and cultural knowledge should be open to the athletes to ensure the quality of the athletes get an overall improvement. And the potential young athletes should be focused on training^[10]. Secondly, the connection function of "double-bridge" should be fully developed in the exchange system. China should take advantage of the sports market and sports talent agency to protect the interests of the athletes in the exchange process, so that the athletes can use the "double-bridge" exchange platform safely to find a way for their own development. Finally, the rules and regulations should be used to protect the exchange process of athletes smoothly in the exchange system and to make the various factors of the system operated normally. The way it works. The operation method of the "double-base and double-bridge" exchange system is shown in Figure 3:

Specific suggestions to the current situation of Chinese athletes exchange in new era

Improve the sports talent market

This study suggests that the sports talent market should be constructed according to different types and different levels of athletes based on the original sports talent market, so that all athletes can find their own sports development path in the sports talent market. First, referring to the form of job fairs, the bigger sports talent exchange meeting should be held in the major cities, which brings the sports talents together to make the exchange among athletes more convenient. Secondly, the athletes' personal online information should be established to make the organizations or governments query sports talent they need easily through the Internet to facilitate the exchange of sports athletes.

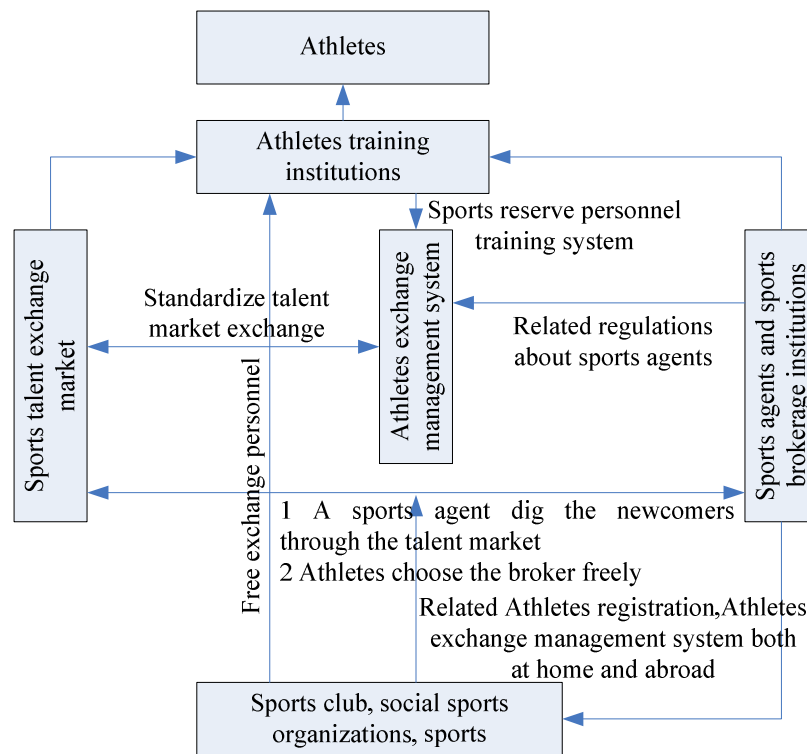


Figure 3 : The operation method of "double-base and double-bridge" exchange system

Improve the training method of the sports talents

Improving the existing training methods for athletes and promoting the comprehensive development of athletes is the primary task of improving the comprehensive development of sports talents. Sports athletes in new era should not only focus on learning skills, but also pay much attention to learning the scientific and cultural knowledge to develop their own comprehensively. Government needs to strengthen propaganda for improving the training methods of sports athletes and to change the traditional concept of sports training institutions to cultivate the all-round development of sports talents better.

Improve rules and regulations formulated for Chinese athletes' exchange

The "National registration and exchange management approach of athletes" issued in 2003 can not meet the needs of the development of Chinese sports market. It is hoped that the government should amend the existing rules and regulations fore exchange problems of athletes as soon as possible, so that the rules and regulations can provide better protection for the exchange of sports athletes.

CONCLUSIONS

The important factor that affects the development of China's sports career is the exchanges of sports athletes. The advancing athletes exchange system not only promotes the healthy and rapid development of China's sports career and balances the development of regional sports, but also provides a good platform and effective protection for the development of athletes themselves. At first, this study describes the exchange status and constraints of the athletes in new era. And, it proposes the athletes exchange system based on the perspective of development of Chinese sports in new era and addresses the core idea of its exchange system specifically. Then, it discusses the status, role and correlation of the four elements of core concept. Finally, it puts forward some suggestions for the exchange current situation of Chinese sports athletes. It has a certain reference value.

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