

2014

BioTechnology

An Indian Journal

FULL PAPER

BTAIJ, 10(13), 2014 [7227-7238]

Phase, foundation and problems: development of elite sports in China

Guohua Zheng^{1*}, Qingfang Zu¹, Xiaozheng Xiong²¹Physical Education Department, Ningbo University, Zhengjiang, (CHINA)²Olympic Research Center, Beijing Sport University, Beijing, (CHINA)

ABSTRACT

Elite sports in China is gradually forming on the basis of keeping solving the problems in practice and making responding choices according to the actual requirements at that time, while it has not the prior "Empirical Model" on the whole originally. Therefore, in a sense, its formation and evolution are constantly exploring the process of actual selections that is suitable for the development of our society. However, historical experience tells us that only if model of sports development maintains relative consistency with the model of social development, sports development could realize the real development. Therefore, the mode of elite sports development that adapts the socialist market economic system cannot be limited to simple repair of the existing system (or mode), and it must foot on establishing a mode of elite sports development that conforms to China's current social realities while converging with developing direction of China's social reform.

KEYWORDS

Chinese elite sports; Historical review; Reconstruct.



INTRODUCTION

The years from 1949 to 2012, for the Chinese people, are unforgettable and proud, the Chinese people built a sovereignty bankrupt and hard-living old China into an initially prosperous new China, and brought a nation plagued Poverty and illness into Sunshine Boulevard filled with strength and richness. The miracles made by the People's Republic of China on the poverty-stricken basis, became the world's most eye-catching landscape in the contemporary history.

Chinese elite sports have also made tremendous development during the past 63 years, which has attracted worldwide attention. Chinese elite sports have made unremitting efforts and achieved great success to completely remove the label of "sick man of Asia", to change the outlook of the Chinese nation, and further to make the Chinese nation stand proudly in the family of nations; Chinese elite sports have made active contributions and played a unique role in the construction of socialist material civilization and spiritual civilization in the fields of promoting the comprehensive development of young people, improving the national constitution, reaching social life, improving the national life, promoting the national cohesion, inspiring the national spirit, serving the economic construction and promoting the development of related industries, etc.; Chinese elite sports have carried out fruitful work and obtained significant results to break the blockade of hostile forces, to promote international exchange, enhance the friendship between peoples of the world, display China's comprehensive strength, improve China's international prestige and serve the reform and opening up.

During more than 60 years, we have experienced setbacks and mistakes, and there are still many problems. In the new era of well-off society and the peaceful rising, as to how to understand the 63 years of twists and turns of Chinese elite sports Development, scientifically summarizing the 63 years of Chinese elite sports experiences and lessons, correctly and historically treating what has been achieved, reasonably viewing the mistakes and problems which have been present, all of these have played a significant role in the creating a new historical journey "moving from a sports power to a sports giant".

Since the founding of the People's Republic of China, the elite sports development in China, according to the evolution of main guiding thoughts and the objectives, can be roughly divided into three major phases: the combined phase of popularization and improvement, the phase that shortens the front to ensure the key stage and the developing phase of the Olympic strategy.

THE PHASE OF THE DEVELOPMENT OF CHINESE ELITE SPORTS

The combined phase of popularization and improvement

In 1949, when the People's Republic of China was just founded, the Central People's Government put the development of sports career on the agenda and proposed the requirement of constructing "New Sports". Determine the goal of "popularizing the sport to millions of working people", and propose a specific working policy of "making sports become the new China's regular and extensive movement" and thought of sports development that regarded the services for "labor productivity and national defense and construction" as the basic task.

At the same time, in the process of international sports communication, it was not commensurate with our international status due to low sports technical level, which greatly stimulated the national pride of the our whole country, and the voice to speed up to improve the technical level of China's sports were on the rise. In particular, while question of participating in the 15th Helsinki Olympics questions was raised, the issue how to quickly improve our sports technical level was put on the agenda.

In 1956, according to the spirit of socialist construction, "More, Faster, Better and Cheaper", proposed by the CPC Central Committee, the National Sports Commission (Hereinafter referred as the "National Sports Commission ") proposed the policy that "accelerate carrying out mass sports and improve sports technical level on the basis of a wide mass movement"; In 1958, the "Ten Years Plan" approved by the central further made a proposal that "on the basis of sport wide development, improve the technical level and continue to create new record"; In 1959, the report of the National Sports

Commission forwarded by the central pointed out that "combining the development of mass amateur sport with cultivation of a small number of outstanding sports teams, implement the improvement based on the popularization and the popularization under the guidance of the improvement, which is an important principle in current sports work."^[1]

Transferring from the policy of "Popularization and Usualness" to the policy of "Combining Popularization with Improvement" meant that sports still regarded the popularity as a basic goal, while improving athletic technical level, achieving good grades in international communication and international games, and servicing for improving China's international status and encouraging the national spirit also became the basic goal of the sports, which became increasingly important in the later development.

Under the guidance of policy of "combining popularization with improvement", implement the construction of organization, team and institution.

First, in the 1950s, we formed organization and management system of the National Sports Commission, China's Sports Federation, and the Work Division of National Defense SF, while initially establishing the training mode that selected elite athletes by layer upon layer.

Second, according to needs of the popularization and improvement, sports competitions in this period were mainly treated as a means to promote mass sports activities, in order to attract and organize the masses, and develop and promote sports activities. In 1955, National Sports Commission made the proposal for sports competitions: "strengthen competition, especially pay attention to carry out various competitions or hold individual competitions in grassroots in order to more popularize the mass sports activities through competitions, find and cultivate elite athletes based on the popularization, improve athletic technical level, and gradually institutionalize."

Third, it released successively *Decision on Improving the Health Status of School Students at All Levels* (1951) and *Primary and Middle School Physical Syllabus* (1956), formulated our *Labor Preparation and Patriotic Sports System* (referred as "Labor and Health System", 1954), broadcasted the radio gymnastics exercise program (1951) in the Central People's Broadcasting Station and the Local People's Broadcasting Station and the implemented the institution of "Work-break Exercises" (1954). Before and after 1956, National Sports Commission released successively the "Interim Provisions of the Sports Competition System of the People's Republic of China", "Institutional Ordinance on Athletes, Referees, etc of People's Republic of China (Draft)", athletic grading standards of track and field, swimming and other 16 individual sport and *School Prospectus of Youth Amateur Sports (Draft)*, *School Prospectus of Junior Amateur Sports (Draft)*, *Interim Provisions on Prize Method for All Levels of the Games*, *A Few Points of Regulations on How to Review and Recognize the Highest Record of Provinces (Autonomous Regions)*, *City*, etc. Those ensure the implementation of policy of "Combination of Popularization and Improvement" from the side of institution and form a pattern of sports development to improve athletic technical levels based on popularity of mass sports activities.

In the phase of combining the popularization with improvement, the development of elite sports in China has reached an initial achievement. From 1953 to 1956, more than 38000 people reached grading athletic standard, and 49 people became the first batch of sports masters. To the end of the first National Games in October 1959, it had been fully refreshed and exceeded greatly the national records before 1949, while 39 people broke the world records of 18 projects at 31 times.

The phase that shortens the front to ensure the key stage

In the late 1950s, we had the thoughts of impetuosity and rash advance in the economic construction, and blindly launched the "Great Leap Forward" movement regardless of objective conditions, which caused great losses to the economic and cultural construction. In August 1960, the CPC Central Committee proposed the policy of eight words, "Adjust, Consolidate, Enrich, and Improve" to adjust the relationship of ratio of national economic imbalance. National Sports Commission reconsidered its "Ten-Year Plan" enacted in 1958, adjusted unrealistically high targets, made a self-

criticism on the causes of impetuosity and rash advance from the ideological and theoretical sides, and adjusted the work focus according to the actual situation.

Identify that "in the current situation, the focus of the sports work should be put on the sports training work." The guiding thought of "on the scale, physical activities and number of athletic competitions of mass sports activities, it should be properly controlled separately according to the different situations"; the National Sports Commission made a comprehensive adjustment based on this thought.

First, transfer the work focus. Shift the focus from popularity of mass sports activities to adjust and consolidate the achievements of elite sports development; the consolidation of elite sports should choose the development strategies centered on shortening the front, ensuring the key point and actively consolidating according to the spirit of whole country.

Second, compress the scale of the development of sports career. 1) According to the actual situation, reduce or even stop the development of mass sports activities, and then advance the principle of activity, "Amateur, Voluntary, Small, Diverse, Time, Place, and Person"; 2) Simplify the sports professional teams, clear the excellent sports teams set by two levels of National Sports Commissions of central and provincial autonomous regions (including the Ba Yi Sports and Work Team), and rescind the set of all professional sports teams below the provincial level; 3) Unify the arrangements of the project development, based on 10 sports events including the track and field, gymnastics, swimming, soccer, volleyball, table tennis, shooting, weightlifting, speed skating, and ensure to tackle critical projects.

Third, strengthen construction of elite sports. 1) Strengthen construction of excellent sports teams, issue *A Notice about the Working Ordinance of Trial Sports Teams (Draft)* and *Ideological and Political Work Regulations of Sports Teams (Trial draft)*, and establish a management mode of leader responsibility system for excellent sports teams; 2) Compress and regulate the juvenile amateur sports school, revise and issue *Trail work Ordinance of Youth Amateur Sports School (Draft)*, initially set up "one-stop" delivery channel of elite athletes and build a training system of back-up personnel; 3) Encourage technological innovation, propose the training principle of "Three Starting and One Large" and advocate styles of "Three Not Afraid "and" Five Perfections " to build a training mode that is suitable for our national condition; 4) In accordance with the thought of "Training military domestically to fight against outside unanimously", arrange domestic competition according to the improvement of sports technological level and establish a competition system that suites to China's national conditions.

In the 1960s, the mode of athletic sports development formed an embryo called "Nationwide System" later, which indicated the improvement of elite sports level. However, "Cultural Revolution" lasting from 1966 to 1976 did great damage to China's sports industry. At first, the National Sports Commission was called as "Military Control" and its personnel were sent to "Cadre School"; Later, elite sports was restored by the promotion of the "Ping-Pong Diplomacy" but facing the so-called "Sports Revolution" immediately, under the movement of "Criticizing Lin and Kong", sports once became the tool of "Striking" and "Seizing power", messing up people's minds and causing confusion. Sports work had to face the extinction shortly after restoration. Until the end of the "Cultural Revolution" in 1976, China began to walk on the road of reform and opening up, while in 1979, IOC adopted "Olympic mode" to restore China's legitimate seat and solve the problem of the athletes from both sides of Taiwan Strait participating in elite sports, so elite sports met new opportunity of development and entered a new phase of development.

The developing phase of the olympic strategy

Although since the 1980s, until today, "Olympic Glory" is the main goal of elite sports development, but the 1980s and 1990s are, respectively, in different stages of China's economic and social development, while, from institutional characteristics, the stages of Olympic strategy development could be divided into strengthening and improving the mode of elite sports development under the planned economy system, and constructing the mode of elite sports development adapting the socialist market economic system, two different evolutionary stages.

Perfecting mode of development under the planned economic system

On November 26th, 1979, the International Olympic Committee restored the legitimate seat of China's National Sports Committee (China's Olympic Committee), and opened the curtain that the People's Republic of China entered the Olympic Games. However, due to the catastrophe of the Cultural Revolution, organization and management system of the elite sports which had been forming since national founding was damaged, and widened the distance between the elite sports and world level, while the achievements of many projects had not yet reached the standard of Olympics Games registration, which was the main barrier restricting our sports towards the world roundly. In 1979, the National Sports Commission determined that the national sports commission above provincial one-level, on the premise of combining the popularization with improvement, put particular emphasis on deployment of improvement. Later, in the report asking for instructions from the Central, accelerating the improvement of the overall level of our sports technical level would be regarded as the main task of the sports work for a period in the future, and thus established a strategic guiding thought that the elite sports moderately advanced.

On October 5, 1984, the CPC Central Committee issued *Notice On the Further Development of the Sports*, affirmed this strategic conceptualization, and proposed the requirements that "arrange the strategic layout of the project, concentrate on developing the preponderant project, improve those projects which could catch up with the world's advanced level in a short time, and strive for more honors in major international competitions in the future".

In accordance with strategic conceptualization of development that elite sports moderately advance, coordinating with sports reform in the 1980s, the National Sports Commission strengthened and improved the mode of elite sports development that formed in 1960s.

First, strengthen the managerial intensity of elite sports. The National Sports Commission added the functional institution to manage the elite sports from inside institutions, increased from the original three business units that managed elite sports events (Sports Division, Ball Division, Military Sports Bureau) to the 5 Project Management Divisions, and later added Integrated Training sports Division for unified management of excellent sports teams.

Second, further adjust the layout of the sports events. In accordance with principles of the project set, distribution of gold medals and favor to achieve good results in Olympic Games, combining with China's actual condition, determine the layout of the key projects.

Third, adjust the system of domestic competition. According to the principle of "Training military domestically to fight against outside unanimously", the domestic competitions were divided into three categories: national integrated sports event, the national individual competition and the National Mass Sports Games, implemented the classified management and made various sports games and various game systems close to preparation for Olympic Games as much as possible.

Forth, improve the training system. In accordance with the principle of "thought as a game of chess, organization as one-stop, and training as the consistent system", further strengthen the system of elite sports talents cultivation layers upon layers, and improve the professional level of amateur training.

After adjustment and reform, in the 1980s, our country made the remarkable achievements in elite sports. Strengthening and improving the development of elite sports, "Nationwide System" increased the level of elite sports rapidly and comprehensively, and promoted the Chinese sports to the world.

During the period of "Eighth Five-Year Plan", there were total 466 the world championships, growing by 63.5% compared with period of "Seven Five-Year Plan", total 367 times of creating a new world records, increasing 150.7% compared with the period of "Seven Five-Year Plan", while 62 preponderant small events reached the level of the world's top three, and 68 potential preponderant small events entered into the world's top eight elite sports, indicating that overall strength of elite sports had been substantially and comprehensively improved. In 1990, China, in the sound of sanction, successfully organized the 11th Asian Games with combining wills of Chinese all over the world, broke the political blockade of the western world, encouraged the confidence of the people across the country to enter the

four modernizations, and achieved the strategic objective of "Walking out of Asia and towards the World".

Exploring mode of development under socialist market economic system

In the 1990s, Deng, Xiaoping's speech during southern tour and the 14th Congress Meeting of Chinese Communist Party determined the goal of social reform on value orientation of the socialist market economy. In mid-November, 1992, the National Sports Commission held forum of directors from the National Sports Committee of national province and city, a forum that based on the theme of studying Deng Xiaoping's speech in southern tour and report of the 14th Congress Meeting of Chinese Communist Party and exploring sports reform, in Zhongshan, Guangdong. After intense discussions, the consensus to deepen reform was reached, namely, in accordance with the requirements of the socialist market economy and the law of development of modern sports, making the fundamental reform to the original sports system. In 1993, the National Sports Commission formulated and released *The National Sports Commission's Views on Deepening the Sports Reform* and five supporting documents, further clarifying the goals and tasks of the sports reform. In 1998, the National Sports Commission turn called the National Sports General Administration. Subsequently, the National Sports General Administration formulated *From 2001 to 2010 Olympic Glorious Program Outline*, *2008 Olympic Glorious Action Plan* and *From 2011 to 2020 Olympic Glorious Program Outline*. The National Sports General Administration set up a special leading group for the Olympic Games, and in-depth understanding of the work of preparing for the Olympic Games for the Olympic Project Management Center, in a timely manner to help solve the various difficulties and problems about the development of Chinese elite sports.

Open a prelude to construct the mode of Chinese elite sports development adapting to the socialist market economic system.

Focus on exploring the mode of elite sports development, the National Sports Commission has taken a number of measures for reform:

First, formulate "Olympic Glorious Program" that has the rolling development and corresponding policies, strengthen macro-control of the elite sports, and highlight the work focus of the elite sports development.

Second, reform the system of project management, start the physical process of the projects association, and set up 20 centers of project management, designing to transfer the direct management to indirect management of governmental functional departments, separate government affairs and also isolate management and office affairs.

Third, further strengthen and improve the leverage effects of integrated social resource of Olympic Games and the National Games, promote the diversification of competition systems, socialization and marketization of competitions on the premise of ensuring the implementation of goals of Olympics Honor.

Forth, further strengthen the classified management of project development, and implement investment system of the Olympic projects and non-Olympic projects. Olympic events should actively strive for social assistance on the basis of ensuring national investment; Non-Olympic projects face mainly society and market, while countries should give subsidies according to different situations.

Fifth, promote trial places of professional sports and expand new ways to develop athletic sports. Regarding the reform of football professionalization as a breakthrough, the professional clubs with various institutions and the domestic professional leagues appeared.

Sixth, adhering to the premise of "One-Stop" training system, it should actively expand the training methods of elite sports talents and promotes diversified modes of cultivation of back-up talents; set up the exchange rules with compensation for transfer and promote orderly flow of elite sports talents.

Seventh, pay attention to explore elite sports market value and promote the development of competitive market, the talent market, the advertising market, performing market, etc, broaden the financing channels for elite sports, and improve their own hematopoietic function.

Eighth, reform and improve the system of retired athletes. Change the "Resettlement Plan" under the planned economic system, and initially formulate the reward system and the social security system of the athletes adapting to the market economic system, as well as the policy that the bondage and retired athletes enter the colleges and universities to study.

UNDERSTANDING OF THE BASIS OF THE DEVELOPMENT OF ELITE SPORTS

The process of evolution that China's elite sports system is processing from the division of labor based on responsibility, to the centralized Sports Commission and to two-track system not only is our exploration to the mode of elite sports development, but also reflects our some basic understanding for the development of sports career, which can be summed up: relations theory of economic level, preponderant theory of political institution, key point theory of objectives and tasks, and division of labor based on social responsibility.

Theory on relationship of the economic level – the relationship between elite sports and insufficient investment of sports aggregation

In 1980s, when we summarized the positive and negative experiences and lessons on our sports development, we once recognized that "sports development has to adapt with the needs of economic construction and the level of development of production, which not only is constrained by the national economy, but also promote the development of the national economy, finally serving economic construction." "The scale and speed of the development of sports career in the final analysis depend on the development of the national economy." This was based on the understanding obtained by the reflection of the so-called "Great Leap Forward" in the late 1950s. But we did not stay in this understanding. At the same time, we also thought that "the sports development should not negatively depend on the economic conditions, regardless of people's subjective initiative, doing nothing." Some scholars pointed out that the development of elite sports in one country often depended on the international ranking of GNP; the development of mass sports usually determined the per capita ranking of the GNP. In China, the international ranking of the GNP increasingly approached the front, but per capita ranking of the GNP lagged behind. Although the contradiction between investment and demand in funding for the development of sports career in China was obvious, it still has a certain aggregate amount, if it was used relative intensively, it could also do something. Therefore, when dealing with the relationship between sports development and the level of economic development, it either cannot exceed the aggregate level of social and economic development or cannot totally negatively depend on the level of economic development, while, under the basic conditions provided by the level of economic development, it should actively create conditions, give play to the maximum benefit of existing economic conditions and implement the catching-up and spanning development.

Preponderant theory of political institution - the relationship between the development of elite sports and the national political institution

Although China is a developing country, the political advantages of the socialist system provide the political protection for the advanced development of elite sports. "In our country, the sports are included in the national plan, which can be able to use the superiority of the socialist system to implement the centralized and unified leadership, to mobilize the enthusiasm of various places and aspects, and to allocate financial and material resources pro rata and intensively. This can develop the sports faster in the situation that economy relatively lags behind." It is thought that only if giving full play to political advantage of organization and coordination of socialist unified plan, and strengthening intensively using the "Nationwide System" with limited funds, it will to some extent relieve the contradiction between the increasing demand and insufficient investment to realize "moderately advanced" development of some parts of sports. Political advantage of our social system guarantees the effective integration of social resources, can make the sport work in accordance with the main centers of the state in different periods, the main contradiction that the development of sports faces lays a

particular emphasis on determining the work focus in one period and the main objective of development, and provides a strong political support for the organizational measures adopting the "Nationwide System".

Key points theory of goals and tasks - the relationship between the development of elite sports and work key points selection

In 1980, the National Sports Commission emphasized in the report for the central that "in different periods, different regions and units, it could or should lay particular emphasize in the work, but cannot use the strength averagely, no stress meaning no policy. Popularization is basis, but is not always the main aspect of contradiction. Now we enter into Olympic Committee, the task of improvement is the most important". Our work focus should grasp the settlement of main contradiction to promote the development of whole work, according to the main problems existing in the work in one period. Even though national aggregate investment is insufficiently in sports career, because the development of sports career in China is included in the national plan, if it could use the advantage of planning economy and put the limited funds intensively on elite sports, our sports technical level could be improved quickly in a short time. It could use intensively, breakthrough the focus, use the focus to bring along with the general to promote the comprehensive development of sports career rather than the average use of each aspect in the entire sports career and low-level synchronous development. Grasping the main contradiction in the work and determining the goals and policy of our work are important work experience advocated by the Chinese communists since the Great Revolution. Since the 1960s, we have been forced to choose to "shorten the front and ensure the focus", until the 1980s, we consciously chose that "elite sports moderately advance", and formulated *From 2011 to 2020 Olympic Glorious Program Outline* in 2010, they are built on the basis of this understanding.

Division of labor based on social responsibility - the relationship between the development of elite sports, country and society.

In 1984, *Request Report of A Few Questions on Accelerating to Improve the Sports Technical Level by the National Sports Commission* endorsed by the State Council pointed out that "The sports industry is a major event of the whole party and the whole people, while it cannot be handled well only by the Sports Commission alone. It has to strengthen the division of labor with the departments of education, health, trade unions, the Communist Youth League, the Women's Federation and the People's Liberation Army under the leadership of the party, and gives effective play to active role of mass sports groups including the national sports association, sports branches, industrial sports associations, individual sports associations and associations of grassroots". So *Decision of the National Sports Commission on the Reform of Sports System (Draft)* designs that Sports Commission above provincial city lay particular emphasize on elite sports while the society is responsible for the mass sports. Sports work in various industries should be mainly responsible by its competent department. Various systems and industries establish their respective sports federations or SF, and, respectively, carry out the activities leading by the relevant departments. Sports Commission at all levels should strengthen unified leadership, coordination and supervision to the sports work of various departments and organizations. Attempt to redefine the work focus and tasks of sports commissions and the society (various Departments and Systems) by decomposing the responsibility of developing sports. After entering constructing the socialist market economy with Chinese characteristics, the development of elite sports implemented a two-track system and strengthened the development goals of the "Olympic Glory". But this understanding has not been changed. Just attempt to gradually transform from the method of administrative regulation divided by simple administrative responsibilities to the method of interest regulation, which could integrate social resource more widely. Government, in accordance with the Dos, Don'ts and the principle of highlighting the focus and grasping the main contradiction, was mainly responsible for the "Olympic Glory" task. Development of non-Olympic projects and social sports faced the market, making the society undertake its task of development, while functional department of government did the macro management. Whether the division of labor based on administrative

responsibility or the guidance of interests principle, seeing from the actual operation of the competent department of the State Sports Administration, at least from the 1950s, it began to advocate the theory of "Limited Government", but took different measures in a different economic systems.

THE MAIN QUESTION OF UNDERSTANDING THE DEVELOPMENT OF ELITE SPORTS IN CHINA

It should be said that the development of elite sports on the tactical level, we have accumulated a wealth of experience, and the formation of the effective development of ideas and a mature approach.

Therefore, the main problems of the development of elite sports in China are "strategic" issues, rather than "tactical" problem.

With the process of the construction of China's socialist market economic system. It is also a problem to deepen the reform of elite sports, according to what kind of value orientation.

In short, a society to a market economy, we should choose what kind of elite sports development model. To clear the value orientation of the reform and development of elite sports, following some understanding of the problem must be unified.

Problems on the determination of elite sports reform objectives

In 1993, the National Sports Commission released "views on deepening the sports reform", determined sports reform goals and general task from the 1990s to 2000s, that is Change the original planned economic system to carry out sports which is highly centralized sports system to rely solely on the country and mainly rely on administrative means, establish compatible with the socialist market economic system, in line with the modern sports regular pattern, state regulation, relying on the community, has a self-development activity in sports system, and a virtuous cycle of operation mechanism, forming a pattern of national and social cooperation, combining centralization and decentralization.

This is just an objective description of the macro and abstract, and some of the reference to the lack of a clear definition.

Later, in another plan released by the State Sports General Administration, in addition to mentioned some of the specific objectives of the reform, basically does not exceed this content in 1993

So, for now, the development of Chinese elite sports exist many of the problems, these problems are the lack of the basis for the solution.

Some of the problems in the development, there is no uniform understanding of the basis, there is no unified understanding of the reform elite sports development target selection.

Problems on the selection of professional reform objectives

Since the Chinese professional football reform, it experienced a short-lived glory, quickly, it is caught in the quagmire of the problem, caused many negative effects, not only to the sports sector has also led to a serious social problem, it caused the community and the central leadership attaches great importance.

The standard of football in China not only did not improve quickly, the contrary, the downward trend in the Asian qualifying.

Chinese football reform is changed on or makes mistakes? Although not an official statement, but a lot of people are not optimistic about the football reform.

The main reason is that not only failed to achieve the target out of Asia to the world, turned out to be a troublemaker, resulting in extremely bad social impact.

It is an unavoidable issue for us: Professionalism of Sports in China's national conditions, it is feasible to do?

To answer this question, we must solve two of the understanding: First, what is the main objective of the reform of the professional? Second, what is the nature of the professional reform the existing problems?

First of all, The original intention of football reform is trying to seek a development pathway as soon as possible to boost the standard of football.

After more than 10 years of professional practice, its results are only decline.

If the Chinese football reform task is only identified as "out of Asia to the world", then, Chinese football reform is not ideal, and even can be said to be a failure.

Secondly, needless to say, the professional reform of Chinese elite sports, especially Chinese football reform, there are many problems to be solved, while still using the management experience of original nationwide system to manage professional sports, practice has proved that simply would not work.

Problems on the direction of the training system reform

In the 1980s, for the people criticized the low cultural quality of the Chinese athletes at that time, national Sports Commission proposed the development ideas of the combination of sports and education, High-level athletes could study in schools, this would solve the problem of low cultural qualities of Chinese athletes. And it took two measures: first, Change various provincial sports training teams for sports Vocational College; second, promote the college to undertake the cultivation of high-level athletes. However, in actual operation, it appeared the following questions:

1) Sports and education departments for different purposes. Sports authorities hope the college as a resettlement place for retired athletes, education authorities hope High-level athletes was able to participate in sports competitions, to improve the school's reputation.

2) Lack of system design for athletes into the school. The combination of sports and education that it is different from the previous the way of Chinese elite sports. Sports and education departments are starting to consider their own interests, without making a feasible system

3) Lack of full understanding on the construction of the new system and the problem of insufficient input. During the course of exploring the model of "combination of sport and education" and college establishing the team, we had some problems. Firstly, we attached little importance to it; secondly, the policy support is insufficient; thirdly, our effort was not enough, less time and strength to explore new development path and building of a new development mode were spent; fourthly, financial support is not enough, the combination of sport and education is a new system exploration and it need financial support, but now it is almost solved by the colleges.

Problems of program association materialization

In the 1950 s, our country struggled for the legitimate rights and interests in the international Olympic committee (IOC), we have, in accordance with the articles of association of the IOC requirements, established a sports association, and negotiate with international sports organization with the name of the association.

But in practical operation of the domestic sports work, sports association is a "concept", and it does not have substantial organizational characteristics, all work is handled by physical culture and related business department.

In 1980 s reform, the advisory function of sport project association was emphasized, some associations had the form of "half power, half consulting institutions". It was hoped that each district could adopt different ways.

Some local project association has become the organizers of the project activities, but also only stay in business guidance and activities of the specific organizational work.

In the 90 s, according to the "management and operation" principle, State Sports Commission put forward "materialization" of national sports project association, in the hope that sports development change from "the government" direct management to management for project association.

In 1994 and 1997, more than 20 project management centers were established, but in actual operation, these centers followed the previous administrative management, so they were still far away from the reform object. Since 1997, materialization of project association has been reformed; they basically remained bogged down.

CONCLUSION

From the above review of the historical evolution, in general, China athletic sports, based on improve the international reputation and nation image, explores a development path and mode suitable for China's national conditions, with high technical level as basic task, with good results of Olympics and other international competition and country glory as main goal. In summary, there are some points as follows.

Take country glory as the main goal

Why China competitive sport get people's attention and is able to achieve fast and great-leap-forward development is that it to a great extent adhered to the "winning glory for the country's development" goal, which was historical mission for China sport since 20 century. China sport obtained general support from the mass and the country with the condition of satisfying this requirement and realized its development.

Adhere to the principle "do or do not" and ensure the key point

Economy, politics and culture of a country is the foundation of competitive sport and also the important factor to restrict its development, so it can not well develop if it is away from the reality. China is a developing country, and it is quite common for developing countries to surpass those which have advanced level and enough social resources. The first task of China competitive sport is to catch up with and surpass those developed countries with the condition of fewer resources. Therefore, we choose the developing policy "do or do not" which is suitable for China's national condition, and establish necessary policy, so as to ensure realization of the developing goal.

Adhere the basic developing thought "government body and society supplement"

At present, China is in a developing stage where the socialist market economic system is being perfected little by little. Under the circumstances that society sport organization cannot undertake the important developing task of competitive sport, we obtained the rapid development, which is inseparable from the basic developing thought "government body and society supplement". The though not only ensured the "Program of Striving for Olympic Glory" but also solved the problem of non-Olympic events' existence and development.

Keep pace with the times and choose a development mode suitable for social reality

To conform to competitive sport development law and choose the suitable developing mode is a system guarantee for its rapid development. We construct the developing mode by theory innovation, system innovation, management innovation and training innovation. China competitive sport system evolved from "system of division of responsibility" to "centralized system of National Sports Commission", which is a reflection of the developing mode of competitive sport and constant exploration to adapt to the social reality.

Therefore, to adhere to innovation, keep pace with the times, to choose appropriate developing path, and to establish competitive sport mode, are our important experience for rapid development of competitive sport.

ACKNOWLEDGEMENTS

This project was sponsored by the K.C. Wong Magna Fund of Ningbo University in China.

REFERENCE

- [1] Shaozu Wu; Sports History of the People's Republic of China [M], Beijing: China Book Press, 13 (1999).
- [2] Policy Research Office of the National Sports Commission; the Compilation of Sports Documents (1949-

- 1981) [M] Beijing: People's Sports Publishing House, 23 (1982).
- [3] Policy Research Office of the National Sports Commission; the Compilation of Sports Documents (1949-1981) [M] Beijing: People's Sports Publishing House, 72-84 (1982).
- [4] Policy Research Office of the National Sports Commission; the Compilation of Sports Documents (1982-1986) [M] Beijing: People's Sports Publishing House, 1, 4-17 (1989).
- [5] Policy Research Office of the National Sports Commission; the Compilation of Sports Documents (1949-1981) [M] Beijing: People's Sports Publishing House, 154-160 (1982).
- [6] Policy Research Office of the National Sports Commission; the Compilation of Sports Documents (1949-1981) [M] Beijing: People's Sports Publishing House, 154-160 (1982).
- [7] Policy Research Office of the National Sports Commission; the Compilation of Sports Documents (1949-1981) [M] Beijing: People's Sports Publishing House, 152 (1982).
- [8] Policy Research Office of the National Sports Commission; the Compilation of Sports Documents (1949-1981) [M] Beijing: People's Sports Publishing House, 493-495 (1982).
- [9] Policy Research Office of the National Sports Commission; the Compilation of Sports Documents (1982-1989) [M] Beijing: People's Sports Publishing House, 5-13 (1989).
- [10] Policy Research Office of the National Sports Commission; the Compilation of Sports Documents (1982-1989) [M] Beijing: People's Sports Publishing House, 67 (1989).
- [11] Changfeng Zhu; Organizational Behavior [M] Hangzhou: Zhejiang University Press, 8, (2007).
- [12] Changsheng Wang; Decision and Research of Sports Thoughts [M] Central China Normal University Press, 9 (2010).
- [13] Press, 9 (2010).
- [14] Xiaoming Bao; Report of China's Sports Industrial Development [M], People's Sports Publishing, 1 (2006).