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## The study on the development of sports economics ideology since China's reform and opening up

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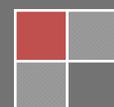
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### ABSTRACT

Since the reform and opening up, Chinese society has undergone earth-shaking changes. China's economy has been maintaining steady growth. Sports economy was born from scratch, and grown from weak to strong. The development of sports economy was also benefited from good opportunities brought by reform and opening up. After three decades development, China's sports economy of academic research is showing a steady rising trend of development. Sports realities of economic development constantly put forward new demands on theorists. The development and evolution of economic theory itself gradually expand the vision of sports economy study to economic academia.

### KEYWORDS

Sports economics; Sports economic ideology; History of economic ideology; Sports economic policies.



## INTRODUCTION

Sport, as a social and cultural activity, has a close relationship with economy from the date of birth. The ancients said that the one who is poor will make learning and the one who is rich will practise martial arts, it shows the dependence of sport on economy vividly. Despite the concept of sports economics has emerged recently, the sports economics activities have existed in various forms throughout history with the change and development of society actually. The corresponding activities of sports economics has been developing rapidly in Europe in 19<sup>th</sup> Century, and more commercial forces have taken part in the sports and various forms of sports club came into being. However, the Chinese society in the late 19<sup>th</sup> Century and the early 20<sup>th</sup> Century that is reflected by the interaction of intruders, missionaries and Chinese students in the West, people recognized the modern sports. From 20<sup>th</sup> Century, sports have developed rapidly in the world, and become the integral part of the social and cultural life, and sports-related economic activities are an important part in the economic development. After the opium war, especially in the 20<sup>th</sup> Century, sports goods manufacturing, sports management, sports books and advertisements got a huge development. It is regrettable that it had a strong impact on the sports and sports economic activities after anti-Japanese War and civil war. After a momentary glory, sports economic activities in China have been disappeared, completely out of sight. United Kingdom economist John Maynard Keynes once pointed out that the history of study ideas is a necessary prerequisite for emancipation<sup>[1]</sup>

Economics, has become an important social science discipline after hundreds of years of systematic development. The study of Economics has a relationship with a question of reality of the development of national economy and people's living standard. With the development of Economics, the range of it has become wider and wider, thus extends out lots of branches. The study of economics ideology was born in 19<sup>th</sup> Century, after development of more than 100 years, has become an independent economics discipline system. In general, the economics ideology includes history of economic ideology and economic theories, that is an economic discipline and is also a historical subject. At present, both Western economics ideology and Chinese economics ideology have become an important aspect of the study of economic.

## ANALYSIS AND DISCUSSION

### The sprout of China's sports economics ideology (1978-1992)

In the 30 years of 1949-1979, politically, economically, socially and culturally all have undergone wave development. Ultraconservative dictatorship of the political need centralize and consolidate the regime, made the early rapid recovery of the national economy in the ensuing cultural revolution on the verge of collapse. In this economic environment, sports as an important part of social culture, also experienced ups and downs. In the highly planned economy system, the sport's performance did not reflect any of its economic function, the only impression on people is spending money. Since the beginning of the late 70's, China has started to study sports economics and has holden two academic seminars on sports economics and has published theoretical articles on sports economics. Sports Economics Institute has prepared teaching materials in colleges and universities<sup>[2]</sup>. In 1978, Fan Ju Ming participated in the China sports science research group, Japan visit Tsukuba University, Tsukuba University physical education curriculum setting is noted, specialized in sport will move all of its courses are divided into four categories, physical science, health science, sports science and kinesiology class, which include sports management class in physical education<sup>[3]</sup>. First, the sport can promote the development of the human body, increasing productivity, increasing national income and, secondly, outside of mass sports development in addition to increasing labour productivity, but also to stimulate and motivate the development of sports industry, especially the sporting goods industry. Thirdly, sports economics in the development of modern competitive sport, sport became a separate industry, engaged in athletic competition as a career, not only solves a lot of employment problems, has also brought a lot of consumption and the development of other industries, greatly promote economic prosperity.<sup>[4]</sup>

After physical economics concept, most of the discussions focused on the theoretical system of sports economics, but discussions on the practical problems of sports economics does not, fewer people from the sports industry the term to explain the practical part of sports economics, this period, discussions on the sports industry is also only few academics as a new word was mentioned. Reality of the concept of development of sports economy in need of expansion, from the concept of a single transition to the industrial part of the sports industry, and too much from the macro to the micro section, became the basis for theory to guide practice. The reality of Chinese sports economy in bud, and a socialist country, and will soon become a sports power in the world is grossly disproportionate to the status of.<sup>[5]</sup>

### The rapid development of China's sports economics ideology (1992-2001)

On December 17, 1990, the people's daily article published the socialism will replace capitalism, and suffered in the late 80's economic difficulties and political turmoil blamed on market-oriented reform of the policies of reform and opening, while stressing that Chinese society should return to traditional socialist planned

economy on course, solve all economic and political problems. Turn to the risk in the direction of China's economic reform, reform is facing ruin.<sup>[6]</sup> It is in this case, after Deng Xiaoping inspected Shenzhen and other special economic zones, delivered his famous southern tour, once again saving in China's economic distress, laid the basis for socialist market economy reform. Little more than planned or market a little more, not the essential difference between socialism and capitalism. A planned economy is not equivalent to socialism, capitalism also plans to market economy is not equivalent to capitalism, socialism also has markets. Planning and the market are economic means.

According to the requirement of establishing socialist market economy system and the development of sports, to accelerate the process of industrialization of sports in pursuit of the this century basically forming a wide range of sports market, and the coexistence of diverse forms of ownership system of socialization of physical education industry<sup>[7]</sup>.

## CONCLUSION AND SUGGESTION

Reviewing the development and evolution of the Chinese sports economics ideology over 30 years, there are not only inheritances but also developments. It shows different characters and different problems in different period. By inherited and developed the correct theories and by criticized and modified the wrong theories, the Chinese sports economics ideologys have been improved and developed continuously, and sort out the ideology process of the sports economics in China. The development of sports economics ideology of over 30 years has established a branch under the sports discipline, and has had fundamental theoretical system. From the process of forming science, it belonged the construction stages of basic theory of the sports economics ideology before 1992, which confirmed the theoretical basic, and it belonged the formative stages of the sports economics ideology from 1992 to 2001, which made up the Sports economics discipline theory system preliminary. Since 2001, with the deepening study of sports economics theory and the increase of the sports economics monographs, sports economics become a course into many colleges and universities.

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