

# Problems and Development Ideas in Mass Sports Promotion

Jinglin Song  
Sichuan University of Arts and Science  
Dazhou, China  
qingchunsuiyuebjb@126.com

**Abstract**—With the progress of social and economic level and the improvement of people's quality of life, people begin to pay more attention to fitness exercises, and mass sports as a positive way of exercise has attracted more attention. However, at present, the development of mass sports is not ideal, which has an important relationship with the mass sports promotion system. By using the methods of literature and logical analysis, this paper studies the popularization system of social mass sports. It analyzes the system of government organization and management, enterprise popularization and non-profit popularization, and points out the necessity of popularization and development. Guided by the basic ideas, basic concepts and basic principles, a government organization and management promotion system, an innovative enterprise promotion system and a non-profit promotion system have been established to improve the popularization of mass sports.

**Keywords**—Mass sports, Promotion, Problems, Development

## I. INTRODUCTION

In the new period, the further development of national fitness, mass sports get more attention and research. At present, the research on the theoretical framework of mass sports, the current situation of mass sports, the development countermeasures of mass sports, mass sports and college physical education teaching are more extensive. However, less attention has been paid to the outdated development model which is difficult to adapt to the development of mass sports, and less attention has been paid to how to establish a systematic and relatively perfect development framework. This study attempts to start with the issue of mass sports promotion, examine the current social mass sports promotion in the face of many problems, analysis of the current mass sports promotion of new ideas to study the inevitability, and establish a sound social mass sports promotion system.

## II. CURRENT SITUATION OF MASS SPORTS PROMOTION

### A. Government Management Promotion Survey.

The popularization of mass sports is related to many government departments, such as the State General Administration of Sports, the Ministry of Construction, the Ministry of Culture, the Ministry of Education and so on. In the process of development, it is difficult to delimit the cross-section of the responsibilities among the departments, which limits and restricts the popularization of mass sports. For example, some of the city's mass sports venues and sports bureaus have a part of the education department under the jurisdiction of colleges and universities also have a part of some enterprises and institutions also occupy a certain part. The opening of departments and venues has great limitations. At present, most of the school sports venues are only open to students, even if it is open to the community is paid to open, and this part accounts for a small number. At present, the park under the government management is considered to be an effective way to solve the problem of public sports resources, but from the survey point of view, the park management functions of the coordination is not high, resulting in the implementation of public sports park more difficult. In addition, the survey found that with the acceleration of urbanization and the increase of urban population, many parks are gradually classified as construction land, the per capita area of parks is gradually decreasing, and the existing parks are generally poorer in management, and their fitness facilities are relatively small, and management damage is greater, and the sanitation conditions in the parks are poor.

### B. Survey of Enterprise Service Promotion.

At present, the target location of mass sports consumption is not accurate enough. Many operators equate leisure with high consumption and high standard. The dislocation of target orientation leads to the operators regard high income and high consumption groups as the key consumption groups of enterprises, ignoring the interests of the majority of residents. Enterprises pursuing profit is the ultimate goal, but it is not long-term to unilaterally pay attention to minority groups and ignore the interests of the vast majority of groups. How to achieve the coordinated development of the quality and efficiency of mass sports industry is a subject worthy of study by mass sports enterprises. The survey found that most enterprises pay too much attention to the construction of sports hardware facilities, ignoring the development of mass sports software. The most typical example is that there are relatively few sports instructors in the mass sports enterprise promotion system. At present, colleges and social sports organizations have little training for mass sports instructors, which is in contradiction with the large demand for mass sports instructors. In addition, enterprises now pay too much attention to sports fitness services, the form of service is relatively simple, the combination of services and training and other means of operation are less, from this aspect can also be seen that our enterprise services are in the level of survival-oriented sports consumption, can not establish enjoyable and

development-oriented sports consumption needs. Seek, only from the psychological, emotional to establish a sense of service identity and belonging, in order to enable enterprises to achieve better development.

### *C. Community Related Promotion Survey.*

At present, the "dual nature" of sports associations in China makes the situation more awkward, or sports associations depend on political institutions, so that they can not be divided between political and social, the government plays a leading role in the management and decision-making of sports associations, the funds of sports associations also rely on government departments; or they are subject to numerous restrictions on registration, and eventually become illegal associations. . This so-called non-profit promotion is in fact an appendage of the government-led promotion system. The cadres of its associations are still appointed and dispatched by superiors, still with a strong political color, and their independence and innovation are greatly restricted. In the aspect of mass sports promotion, associations are limited to the target tasks issued by the superiors, and take the completion of the superiors as the final evaluation index, which to a great extent limits the enthusiasm to play, so they seldom take the initiative to organize diversified mass sports activities.

## III. PROBLEMS IN MASS SPORTS PROMOTION

### *A. The Overall Structure is Unbalanced.*

First of all, the power of decision-making is too concentrated. Although in recent years, the problems of "separating government from enterprises" and "decentralizing the power of management" have been emphasized, at present, the government departments are still too centralized in the management of mass sports. The phenomenon that both managers and promoters are involved in the management and management of mass sports restricts the promotion of mass sports to a great extent. Secondly, it is manifested in the lack of self-motivation. The influence of outmoded concepts has always made us understand sports as "superstructure", not as an industry to understand sports, so objectively caused the current lack of internal motivation for the development of sports industry, sports organizations and related sports industry can not be given due weight. It is difficult to mobilize social forces to promote the development of sports industry.

The relationship between departments is out of line. As mentioned before, the vertical management departments are relatively perfect, such as the Sports Bureau, the Education Bureau, etc., but the lack of horizontal communication and coordination in these vertical management departments, resulting in numerous problems and resistance in the process of mass sports promotion. How to form effective communication mechanism between departments has become an urgent problem. It is envisaged that the establishment of such departments as community sports associations, schools and community sports associations in the horizontal organization and management may, to a great extent, form a reasonable allocation of resources and save more social resources.

### *B. Promote the Scarcity of Resources.*

The lack of sports facilities has always been a focus of attention. Although the state began to pay more attention to the development of mass sports, the implementation of national fitness facilities gradually, but the current per capita sports resources are still less. The lack of mass sports resources and the rapid increase of mass sports population have become one of the important contradictions in the current mass sports promotion. The lack of resources and instructors for mass sports management is also an important factor. In the face of the existing mass sports development, its management is relatively loose, the method of fitness is not scientific enough has largely restricted the development of mass sports.

Non socialization of the promotion mechanism. Even if it is the mass sports promotion system of mass organizations, because of its "official" color, it pays too much attention to the administrative significance in the process of organizing and carrying out, and pays attention to its political propaganda, resulting in the popularization of mass sports out of its essential meaning. For a long time, influenced by the planned economy, our sports have become "planned sports", reflecting a strong planning and unity. Mass sports should adapt to social development, become a means and form of social leisure and entertainment, should not become a form of propaganda.

## IV. THINKING OF DEVELOPMENT

### *A. Basic Ideas of Mass Sports Promotion.*

Under the guidance of resource sharing, the coordinated development mechanism of mass sports promotion should be established, and a smooth and harmonious stable development network should be established. We should speed up the separation of the government from the mass organizations, establish a situation in which mass sports are run by the whole society under the guidance of the government, so as to make mass sports truly socialized and open. Establishing a multi-level, three-dimensional, open mode of mass sports promotion is not limited to government support.

### *B. The Basic Idea of Mass Sports Promotion Body.*

Firstly, we should establish a harmonious development model of mass sports promotion based on the harmonious development of society, attach importance to the harmonious development of resources and sharing resources between departments, and form a mutually beneficial and sustainable development situation; secondly, we should realize fairness, pay attention to the needs of mass sports consumption at all levels of society and under certain social conditions. In order to promote social harmony and stability, we should attach importance to the needs of the majority of the people. Thirdly, we

should adhere to the concept of innovation and social development, mass sports is a new concept put forward in recent years, sports system should keep up with the trend of development of the times to adapt to social development.

*C. Basic Principles of Mass Sports Promotion.*

First of all, we must adhere to the "people-oriented": "people-oriented" is the most basic principle of the development of mass sports in China. The development of mass sports is ultimately to promote the development of people, and the healthy growth of people is the ultimate goal of mass sports; secondly, we should pay attention to the pursuit of interests and the coordination of social contributions: with the socialization of mass sports promotion, it will inevitably involve the pursuit of interests, in the pursuit of the interests deserved at the same time to the community. The development of mass sports has played a certain contribution, at least should not be harmful to the harmonious development of mass sports as the bottom line; third, we should pay attention to the sustainable development of mass sports promotion: should not damage the social environment as the cost of the development of mass sports, adhere to the road of harmonious development of people, nature, and society.

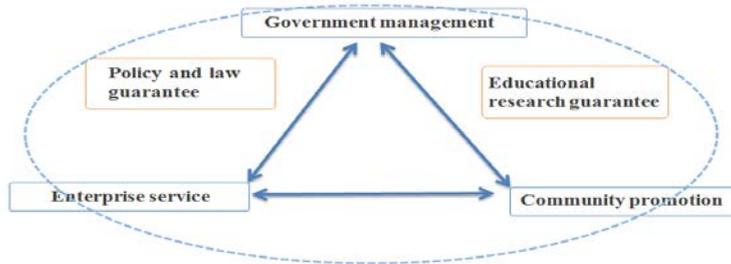


Figure 1. basic framework of mass sports promotion

*D. The Basic Framework of Mass Sports Promotion.*

The new popularization system of mass sports has changed the traditional situation of government management and popularization, and implemented a new popularization system of mass sports, which is guided by government organization and popularization, based on Enterprise Service popularization system and mass organizations popularization, guaranteed by policies, regulations and educational research. In the new system, the government management promotion, enterprise service promotion and community promotion system promote and restrict each other, and the policies and regulations, education and scientific research and the three systems also promote and restrict each other.

Thirdly, as the central link of the system, the government management promotion is directly related to the sound development of the system. The government management popularization system breaks the situation that there is no communication, communication and coordination between the management departments. Under the new system, the popularization of mass sports is the theme and the coordinated development among the departments is realized. We can set up the Department of mass sports facilities construction under the construction bureau, the Department of mass sports culture under the cultural bureau, and the Department of mass sports education under the Education Bureau to realize the communication between departments.

REFERENCES

- [1] Wang Guo Xin. China's fitness industry and social conditions support system [J]. natural dialectics research, 2001 (12): 59-61.
- [2] Tong Qiang, Gao Bing, Wu Ao. Social development and mass sports [J]. sports culture guide, 2006 (2): 49-51.
- [3] Liu Huaping. 21 Chinese mass sports in the early part of the century [J]. Journal of Beijing Sport University, 2000 (1): 15-16.
- [4] Ye Shengzhong. On the Development Trend of Leisure and Entertainment Sports in Chongqing [J]. Journal of Chengdu Institute of Physical Education, 2001 (4): 26-28.
- [5] Lu Yuan Zhen. Advanced course of introduction to sports humanities and sociology [M]. Beijing: Higher Education Press, 2003.