

Research on the Development Path of Social Sports Organizations in the New Era -- from the Perspective of Social Capital

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Keywords: Physical education teaching, Teaching reform, Evaluation method, The system model

Abstract: in the new era when people yearn for a better life, the modernization of national governance system and governance capacity is the main theme of china's social development. As an integral part of social governance, social sports organizations shoulder an important mission and responsibility. According to the research, the social capital of social sports organizations can be divided into vertical and horizontal social capital. Based on this, the following development paths are put forward: changing the concept, building a “mutually beneficial and win-win” government cooperative development relationship; innovation work, take the initiative to act as a think tank and bridge for the government's social work; sincerely treat each other and invite people from all sectors of society to join and enhance their influence; dedicate to the society, carry out voluntary activities to win the trust of the society, put forward the standardization of the organization, optimize the operation mechanism and improve the transparency of the operation in the aspect of vertical social capital; to build brands and enhance the social visibility of social sports organizations.

1. Introduction

In the context of the new era, the modernization of national governance system and governance capacity has been continuously promoted, and unprecedented policies have been adopted for the development of social organizations Good. As an integral part of social organizations, social sports organizations will have greater development space in both social governance and social sports. Past on the research of the social sports organizations development path, mainly concentrated in the policy and standard guide, the government purchasing public sports services, public sports service mode and mechanism, etc., mainly from the perspective of management to discuss the development of social sports organizations, notice is the social sports organizations in the social adaptation and innovation in the governance structure, the social sports organizations focus on the development of its own resources are relatively limited, based on this, this study analyzes from the perspective of social sports organization, from its capital and discusses the development of logic.

2. Responsibility and Mission of Development of Social Sports Organization in New Era

As a social form, the existence and development of social sports organizations are connected with the needs, responsibilities and missions of The Times. In the huge social organization system, it bears the influence of sports on the all-round development of people, plays the social role of “lubricant” for the integration of sports and society, and plays a decisive role in promoting the healthy development of sports in different times. Faced with the development proposition of the new era, social sports organizations have a greater space for development in the highly developed new era.

2.1 Grasp the Development of the New Era Melody, Common Resonance Resonance

Since national fitness became a national strategy in 2014, the development of social sports organizations in China has not been long, but it has gone through many years Under the support of

“government orientation”, its institutional system and organizational structure have become mature. Countries are sports reform at present, the sports organizations, clubs and societies, and administrative decoupling is the trend of The Times, the Chinese football association, the Chinese basketball association, the China table tennis association has basically completed the association and relevant state administrative center of decoupling, began to explore the “market-oriented” essentially under the system of the development mode.

Under the market economy system, the state has promoted the concept of “governance” and advocated “participation of various social entities and win-win cooperation”, so as to transfer the responsibilities of the government to the society so as to ease the difficulties the government faces in its work. In the past, the top-down administrative force to mobilize the sports resources is hard to run in order in the new era. Social sports organizations have the advantages different from the state administrative organs. They have a good grass-roots foundation. Under the market economy system, social sports organizations can more widely and better mobilize social resources to supplement their own development.

2.2 We Took the Initiative to Align National Strategies and Contribute Our Ideas and Efforts

To complete the building of a moderately prosperous society in all respects is a goal that the Party and the state are striving to achieve at this stage. It is an important symbol of the realization of the Chinese dream of national rejuvenation and a better sense of well-being for the people. A moderately prosperous society is an outcome of the stage of social prosperity and development, a powerful embodiment of the people's happy life, and a symbol of national prosperity. Social sports organizations as people's health and life, a think-tank, in guiding people to develop healthy physical exercise habits, to master the correct physical exercise methods, form lifelong sports view, etc, to build a well-off society in an all-round way, a positive role in promoting people yearning for a better life for new era demand satisfaction for sports intelligence security.

Under the new era, the realization of national strategy is the result of everyone's participation, and the strong comprehensive strength of the country needs the participation of all the people. Social sports organizations make use of their extensive social network coverage to contribute to national fitness, sports power, healthy China, sports and medical integration, sports industry, campus football and other national strategies, provide intellectual support and cultivate reserve talents.

2.3 Provide Scientific Sports Medicine, Supply Spiritual Food

In his report to the 19th National Congress of the Communist Party of China (CPC), General Secretary Xi Jinping pointed out the principal contradiction in China's current society: “the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life.” Thus, people's need for a better spiritual and cultural life is more obvious and prominent. People begin to inquire about the body and mind, and begin to inquire about the vast spiritual world.

In the new era, people's understanding and demand to participate in sports are increasingly rational and profound. However, professional and specialized sports venues are opposite Very limited in terms of public demand. Social sports organizations grow around the masses and have the advantage of absorbing the masses and meeting their daily physical exercise participation. At the same time, they also gather a number of specialized technical personnel of various sports items. Through participating in various sports activities carried out by social sports organizations around them, residents constantly meet their spiritual food needs and realize people's spiritual comfort. Social sports organizations through active docking related administrative departments, the government purchase of public services, in the form of the legitimate rights of access to funds and activity, bear the public sports service, for the majority of people the opportunity to participate in sports, technical guidance, activity space, such as the sports culture of the people need, help the implementation of the people a better life.

3. Theoretical Framework for the Development of Social Sports Organizations in the New Era from the Perspective of Social Capital

Social capital was first put forward by the French scholar Bourdieu in the 1980s, and later developed by many scholars. Social capital refers to the characteristics of social organizations, such as trust, norms, and networks, that can improve social efficiency by driving coordinated action.[1] So far, there is no unified expression of the concept of social capital, but there is a high consensus on its connotation in trust, norms, network, and reciprocal cooperation. Some scholars believe that social capital is the resource that the subject obtains for its own development from all social parties in the process of social communication [2].

For social sports organizations, they break away from the dependency relationship with the government, that is, they change from “government orientation” to “market orientation”. The development of social sports organizations needs to seek more extensive social support, social recognition and public participation, and try its best to obtain social capital, so as to provide indispensable power for the development of social sports organizations in the new era. Abundant social capital can obtain the resources needed for the development of social sports organizations, and it is also an important condition to realize the completely independent and benign operation of social sports organizations.

Based on the social vertical and horizontal relations of social sports organizations, we discuss the social assets of social sports organizations from vertical and horizontal aspects Ben. The so-called vertical social capital is divided into the upward social capital related to the superior government; Down with members of society (including the Organization)Internal members) and the social capital associated with the organization. The so-called horizontal social capital means that social sports organizations should improve their credibility construction, Self-discipline construction and the establishment of organizational norms are based on which social capital is formed in mutual trust and cooperation with market economic organizations [3].

4. The Development Path of Social Sports Organizations in the New Era from the Perspective of Social Capital

4.1 We Should Change Our Philosophy and Build a Mutually Beneficial and Win-Win Cooperative Development Relationship between Governments

Idea determines the way out. From the perspective of social capital in the new era, the concept transformation of the cooperation between social sports organizations and the government is mainly reflected in two aspects. That is, the subordination changes from “affiliated” to “independent” and the business changes from “arranged” to “cooperative”. Due to the objective existence of business contacts between social sports organizations and relevant government departments, only the asymmetry in information and the great disparity in social capital stock, the concept should be changed. The initiative to find a way to live in harmony with the government is a vital step.

4.2 Innovation Work, Take the Initiative to Act as a Think Tank and Bridge for the Government's Social Work

First try, first walk. Innovate the working methods, change the previous idea of passively accepting the work requirements of the government, take the initiative to take the responsibility, actively acquire government resources through the innovative work method of project-oriented work of social sports organizations, and take the initiative to act as the think tank and bridge for the government's social work.

4.3 Sincerely Treat Each Other, Absorbing People from All Fields of Society to Join to Enhance the Influence

Extensive absorption of members from all fields of society to join the social sports organizations, expand the scale of the organization, under the common sports interest, with Sincere heart to treat all members, expand the coverage of social sports organizations and social reputation, improve the

social capital of the members of social sports organizations.

To establish the internal upward mobility mechanism of organizational talent, to stimulate the positive heart of the members of social sports organizations, and to form the external community of the organization. The “organization attraction” of the members of the association can effectively attract people of insight and lofty ideals to join in with sincere heart, and stimulate the association of the members of social sports organizations. The utilization efficiency of capital will be improved, and the amount of social capital of potential members of social sports organizations will be improved.

Pay attention to humanistic care, strengthen the construction of social sports organization culture, create a strong social sports organization culture atmosphere, improve social sports The cohesion and cultural identity of the organization culture. Organize talent exchange meetings, eliminate the “membrane” of trust among members of social sports organizations, and build a harmonious relationship among members.

4.4 Standardize Organization, Optimize Operation Mechanism and Enhance Operation Transparency

Social credibility is the core factor for social sports organizations to obtain market resources and social support, and it is also the strong vitality of social sports organizations. A source of power for development. For social sports organizations, the development space mainly comes from two parts: the part of social space transferred by the government and the social space generated in the market [3]. In order to win the recognition of the market and obtain the social capital in the market space, it is essential for the social sports organizations to operate in a standardized, transparent and credible way.

We will optimize the structure of social sports organizations and enhance their operational norms. To organize the social sports group with the idea of project operation. The optimization of organization structure can stimulate the internal vitality of social sports organization structure and improve the operating efficiency of social sports organization. Optimize social sports The operation mechanism of the organization should avoid the shackles of inertia of the administrative system as far as possible and improve the market operation mechanism of social sports organizations.

Strengthen the service ability of social sports organizations, repay the society with strength, and win the public praise with strength. Strengthen social sports organizations within The training and improvement of members' business ability, the formulation of long-term talent development plans, the initiative to cooperate with relevant universities or specialized institutions for training, improve the professional degree and business undertaking ability of social sports organizations. To improve the strength to obtain the core competitiveness of the society, enhance the social visibility of social sports organizations.

We should strengthen the relations and cooperation between social sports organizations and market economic organizations in various fields and expand the channels for obtaining social capital sources. At the same time through Through business cooperation with market economic organizations in various fields, establish good cooperative relations and enhance the social visibility of social sports organizations.

5. Conclusion

As China has entered a new era of socialism with Chinese characteristics, the modernization of China's governance system and capacity has been comprehensively promoted and strengthened. The physical strategy and the healthy China policy have taken root, the people have fully awakened to the need for a better sports life, and this series of policy dividends and public opinions have provided an opportunity for the development of social sports organizations to integrate “favorable time, geographical location and people”. As a part of the social structure, the strengthening of the endogenous force, the exertion of the organizational function, the responsibility of the society and the modernization of the organizational governance ability of social sports organizations will provide a powerful force for social sports organizations to integrate into the national governance.

This paper examines the development of social sports organizations in the new era from the perspective of social capital and develops social sports organizations with the efficient realization of social capital of social sports organizations. The social capital of social sports organizations includes vertical and horizontal social capital, which can be activated and utilized efficiently to continuously improve the internal and external living environment and own strength of social sports organizations. In short, enhancing the self-competence and strength of social sports organizations can help them stand in the forest of social organizations and contribute sports wisdom to the modernization of national governance system and governance ability.

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