

Analysis on the Current Situation of Sports Clubs in Colleges and Universities in China

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Abstract: With the continuous development of society, the material level of our people has gradually improved, which makes people pay more and more attention to the development of physical fitness. Through a simple analysis of the past data, we can have a general understanding of the development of sports clubs in Colleges and universities in China. This article will take the basic situation of college sports clubs as the main starting point, and briefly discuss how to classify and manage sports clubs in colleges and universities. Briefly introduce its nature and make a simple analysis of the development status of college sports clubs for reference and communication.

1. Introduction

At this stage, although colleges and universities in China have paid attention to the physical quality of college students. However, due to the short development time of college sports clubs in China, and the lack of a complete management system, it is still in its infancy, and due to the differences in urban areas, its development also has some imbalance. This paper briefly analyses the development experience of different college sports clubs and draws lessons from the practical operation experience of those college sports clubs which have achieved good economic benefits, and puts forward some simple discussions on how to develop college sports clubs in China in the future.

2. The Nature Distinction of Sports Clubs in Colleges and Universities

The so-called nature is a special attribute of a thing, which can be effectively distinguished from other things. In the process of analyzing the current situation of college sports clubs, we must take its nature as the main starting point and distinguish them to a certain extent. In this way, we can carry out targeted work according to the characteristics of college clubs and truly improve the development potential of college sports clubs.

2.1 Commercialization and welfare coexist

Standard college sports clubs must have legal legal personality and be able to operate independently and be self-financing, not just for college students. It is also possible to face the market, to promote the development of the sports industry, and to operate the entire club in accordance with the current laws of market economy. However, according to the actual situation of our country, most of the sports clubs in Colleges and universities are still in the nature of welfare. Based on free education, they provide a broad platform for teachers and students to carry out sports activities [1].

2.2 Co-existence of Contracting Management and Free Opening

With the development of the times, sports clubs in Colleges and universities have made some improvements, but generally speaking, they are still contracted by collectives or individuals. But even under such conditions, most college sports clubs want to make profits, but only through the provision of venues, equipment and equipment, or simple assistance to students to collect fees. In the course of the operation of the entire college sports club, most of the club's real source of funds is to use the government and the school's finance to support it. In order to maintain its operations, the

clubs that open the venues and equipment for free still account for the majority of our clubs [2].

3. The running characteristics of college sports clubs

The reason why college sports clubs can exist is because their operation process is in line with the participants' physical and mental development, and can exercise people's physical quality to a certain extent.

3.1 Participant autonomy

Nowadays, most of the sports clubs in Colleges and universities adopt the principle of voluntariness and take the will of their classmates as the main criterion. Students have their own independent status and equal rights in the process of participating in sports clubs.

3.2 Initiative during the activity

As a college student, although not as strict as the junior high school students, it is necessary to exercise a certain amount of exercise according to relevant regulations. At present, China mainly adopts forms such as morning exercises and extracurricular activities to complete the requirements. Although this form can achieve the goal, it still has certain compulsory, which will suppress students' enthusiasm for sports. By choosing sports clubs, students can be guided by their own interests, and then choose appropriate sports according to their actual situation. Only in this way can students participate in physical exercise consciously and actively.

3.3 Variable organizational forms

The organizational form of sports clubs in Colleges and universities is very changeable. They can be managed systematically like the traditional administrative departments and coordinated by various departments to meet the requirements of daily operation. It is also possible to manage the club itself as a separate group. Based on this feature, colleges and universities can choose the appropriate organizational form according to the actual situation of the students.

3.4 Various activities

The purpose of sports clubs is to allow students to exercise and enhance their physical fitness. Because of the differences among individual students, their interest in sports is also different. Therefore, colleges and universities should set up various sports clubs according to the specific situation and interests of students, in order to meet the students' choice [4].

3.5 The purpose of the activity is abundant.

Because of their individual differences, there are also some differences in the purpose of choosing to participate in sports clubs. Some students have too much pressure on their daily learning. Participating in the right amount of exercise can effectively alleviate the emotional tension and relieve fatigue to a certain extent. Some students have poor physical fitness, and choosing to participate in sports can effectively enhance their physical fitness [5].

4. Classification and Management of College Sports Clubs

4.1 Extracurricular activities club

This form of club is based on the student's interest and can be easily guided by the student's spontaneous organization or the school. Based on this, the school can equip it with a certain coach to guide the daily training of the students, but does not charge any fees, and the vice president in charge of sports will carry out a simple coordination of the various departments. Unified management of sports clubs, at this time, teachers in the club only play a simple role in counseling, for students to correct the wrong actions, stimulate students' autonomy, so that they can consciously and actively participate in physical exercise [6].

4.2 Leisure Fitness Club

This kind of club mainly faces the society and faculty in the process of operation. Students only meet those students with relatively rich family conditions to exercise, so as to follow the law of market development and achieve the goal of self-financing. The management of such clubs should be divided into macro external management and micro internal management. Externally, a team composed of provincial education bureaus regulates the club macroscopically and coordinates the development of the club through some regulations. The so-called internal management means that the leisure fitness club uses its own organization to manage the organization, and selects some talents with certain management experience and sports knowledge to carry out corresponding management. In the management process, you can properly accept the management experience of clubs in advanced Western countries, and then make corresponding adjustments according to their actual conditions, in order to better play the role of management. In the course of daily operation, you can choose to open some paid education courses to achieve profitability, and consider developing souvenirs related to colleges and universities to build a brand and continuously promote itself [7].

4.3 Club teaching mode

College sports clubs should be based mainly on the basic needs of college students for sports, and constantly cultivate students' awareness of self-exercise. And as far as possible, students can master 1-2 sports skills, which can enable them to exercise for a long time, in order to ensure that students' physical fitness meets the requirements. At present, China's more advanced club teaching mode is based on the needs of student sports, with various sports as the main body of the club, and the teaching of sports clubs for all students, and the basic students enter the club. For students with weak physical fitness, targeted physical education is carried out in a targeted manner, and the club teaching mode is subject to an appointment system. Students choose teachers freely according to their sports habits, time and forms. The club structure consists of elementary class, intermediate class, senior class and school sports team. In addition, club teaching actively builds a platform for students to compete in sports, exchange information and experience sports. Under such a mode, students are more free to take physical exercises, and can take their interests as the main direction, changing the traditional situation of being forced to participate in learning and exercise by schools. Teachers become instructors, students become the main body of learning and club managers, reducing the pressure of classroom learning, which is conducive to students' conscious initiative to improve physical quality and comprehensive ability.

4.4 Sports Professional Club

Some colleges and universities have advanced sports level development and have a high-level sports team. In view of this kind of university, we must organize sports professional clubs, so that we can systematically train our professional sports team before professional league matches, and also serve other levels of students in spare time, so as to serve the public.

5. Organizational Form and Activity Content of Sports Clubs in Colleges and Universities

5.1 Opening a Single Sports Club

Colleges and universities should set up a certain number of individual sports clubs according to the specific situation of students and the needs of school development. We can choose sports events which can raise the awareness of competition to a certain extent and have high interest of students to develop, in order to really play the positive role of sports clubs.

5.2 Open seasonal training courses

College sports clubs should make full use of the long periods of free time between winter vacation and summer vacation to open certain short-term training courses. For example, winter training, hiking, field survival training classes, summer camps and other activities, so that students

can effectively get exercise during the holidays, training awareness of exercise [8].

5.3 Opening training courses

Colleges and universities can set up certain sports training courses according to the actual situation of the surrounding primary and secondary schools, and earn a certain amount of money. Even for enterprises and institutions, it can organize some popular fitness activities for them to create visibility.

6. Funding Sources of Sports Clubs in Colleges and Universities

Because the development mode of university clubs is the coexistence of commercialization and welfare, contractual management and free opening. Therefore, the main sources of funds for sports clubs in Colleges and universities in the process of operation are the investment of enterprises in society, the cost of renting venues and equipment, the sponsorship of advertisements, the state funding, school support and so on. Even in some college sports clubs, the club only provides venues, and sports equipment needs students to purchase. For example, badminton rackets, Table tennis bats, etc., in order to save the club's expenses to a certain extent, to maintain the normal operation of the club.

7. Existing problems in college sports clubs

Regardless of the length of development of college sports clubs, there will still be some common problems. First of all, some clubs are not well organized. Many colleges and universities offer sports clubs that are not well connected and not very planned. This makes it difficult for senior students to continue their lower grades of physical exercise and prevent them from having a physical skill. the goal of. Secondly, the lack of professional teachers in the small ball project, tennis, badminton, Table tennis and other projects are relatively easy for students to get started, and the operability is strong, which makes students prefer to choose this type of sports. However, due to the relatively poor development prospects of these projects, there are fewer teachers with such project expertise. Nowadays, many teachers who are engaged in the teaching of such projects are all diverted from other sports projects, and their professionalism is relatively poor. Thirdly, the supply of venues is insufficient. Some sports such as basketball, tennis, football and so on need larger venues, while the venues of colleges and universities are limited, which can not meet the needs of most students. To a certain extent, students' enthusiasm for this sport will be attacked, thus affecting students' interest in sports learning. Finally, the educational purpose of some college sports clubs is not clear. In the process of development, there is no clear division of their guiding ideology, objectives, tasks and so on. In this way, we can not distinguish ourselves from special physical education classes very well, and it is difficult to achieve the purpose of stimulating students to participate in physical exercise independently.

8. Conclusion

With the continuous development of college sports clubs, now they have clearly defined their own sports nature. In the process of development, we should pay attention to the volunteerism and autonomy of the participants, at the same time, we should constantly expand the sources of funds and enrich the organizational forms and activities. It is necessary to improve the existing problems and continue to learn from the successful experience at home and abroad to promote the continuous development of college sports clubs.

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