

# Research on the Innovative Development of Track Field Based on the Characteristics of the Times

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**Abstract:** *With the rapid change and development of the times, the people's yearning for a better life is the direction and goal of the Chinese government's struggle. The establishment of the general tone of a healthy China has forced Chinese sports to actively turn to the goal of building a "sports power" as soon as possible. Track and field sports are all the foundation of sports events, the improvement and breakthrough of the overall level are the top priority for the all-round development of China's sports, and it is also the key to China's success in becoming a sports power. This article uses research methods of literature and logical analysis to based on the new tasks and requirements faced by track and field sports under the background of the development of the times, and the incompatibility of Chinese track and field sports as the basis, explores the innovative path of track and field sports, and promotes the reform of Chinese track and field sports, development provides top-level design ideas and theoretical support.*

**Keywords:** *era, track and field, sports training*

## 1. Introduction

Since the reform and opening up, China has completed the important historical mission of poverty alleviation and has entered a well-off society in an all-round way. The people's increasing yearning for a better life has become the main goal of the struggle in the new era. China's gradual journey to become a "sports power" is more urgent than ever, and the task is more arduous[1]. As the basis for the development of all sports, track and field has attracted much attention. It is known as "the one who wins track and field wins the world" and is a direct manifestation of the comprehensive strength of a country's competitive level. The movements of track and field sports are relatively simple, do not require complex sports equipment, easy to use, and there are many types of track and field events, suitable for various occupations, and people of all ages will undoubtedly play an extremely important role in national fitness and strengthen people. Improve people's mental outlook and promote social harmony. Track and field is known as the "mother of sports", is the most comprehensive representative of the basic human qualities, and of course it has become the standard for sports power. However, track and field has always been a weak event in China, and the level of marketization and industrialization of track and field is still relatively low. Therefore, the improvement and breakthrough of the overall level of track and field is the top priority for the comprehensive development of China's sports, and it is also China's move from a sports power to key. Based on the new tasks and requirements faced by track and field sports based on the development of the times, and our incompatibility, this article explores the innovative path of track and field sports in the new era, and provides top-level design ideas and theories for the reform and development of track and field sports in China.

## 2. The new mission of track and field sports based on the characteristics of the times

The constant change and development of the times means a new mission. It is necessary to implement the spirit of the 100th anniversary of the founding of the Communist Party of China in various track and field events and through various actions in the track and field cause, fully develop the track and field cause, and actively promote the Chinese mass track and field sports. Competitive track and field sports, the track and field industry develops and develops rapidly, and strive to open up a new era of track and field career in a new era. Based on this, we will fully grasp the profound connotation of the "Chinese Dream" in the new era and help China enter the fast lane of development as soon as possible.

### ***2.1 Serving the new needs of building a powerful country***

Sports carries the dream of national prosperity and national rejuvenation. In the great journey of realizing the dream of a strong nation in the new era, track and field must grasp the position that the dream of a sports power is closely related to the Chinese dream, and make new contributions in accelerating the construction of a sports power. Track and field is one of the oldest sports, with a broad mass base, and an important way to promote the nationwide fitness program. Track and field sports must insist on taking reform as the driving force, keep trying and innovating, fully tap and effectively release the comprehensive value and functions of track and field sports in promoting economic transformation and upgrading, assisting major country diplomacy, and enhancing national cohesion and cultural competitiveness, and actively integrate into it. Achieve the "two centenary" goals, so that it can be better and more efficiently recognized and accepted by every Chinese, so as to accelerate the construction of a sports power, enhance the physical fitness of the whole people, improve the health level, and promote the comprehensiveness of the people[2].

### ***2.2 Bravely climb the new peak of track and field competition***

Athletics, as a basic project of competitive sports, can have a large impact on the sustainable development of China's sports industry. Its competitiveness is an important indicator of the level of a country's competitive sports and wins glory for the country. It is also the sacred mission that the party and the people have given to athletics. In the new era, in the face of increasingly fierce international competition, China's athletics track and field must scientifically coordinate the preparations for major events, do a good job in the comprehensive coordination and organization of preparations for the Olympics, and complete the preparations for various world major events; it must consolidate and expand advantageous projects, break through the development potential advantage projects, improve the level of general events, and perform new projects; maintain the comprehensive level of track and field and international competitiveness in the Summer Olympics and the World Series; continue to improve athletic track and field better and faster, higher and stronger, continuously improve the international competitiveness and influence of athletic track and field, and enhance the ability to win glory for the country.

### ***2.3 Create a new height of track and field culture***

Due to the lack of well-known track and field athletes and the lack of gold medals that can inspire public sentiment, China's track and field sports have always been in a steady state of development, and the appeal, attraction and development momentum of track and field culture is also weak. Relevant departments should cultivate and publicize track and field culture, increase investment, optimize resource allocation, and adjust the development layout of track and field culture, so as to promote the new prosperity of track and field culture; track and field sports contain the humanistic spirit advocated by modern society and have potential commercial value. Dig deep into the cultural connotation of track and field sports; through the unique health and beauty of track and field sports, the inner and outer beauty of personal body voice, cultivate the cultural heritage that is compatible with the "basic sports", and make track and field real become a new highland for enhancing people's physical fitness, enhancing people's sense of gain, and enhancing cultural soft power.

### ***2.4 Promote the new development of the track and field industry***

In recent years, China's track and field competition has achieved excellent results in various competitions at home and abroad, especially the Chinese sprinter Su successfully entered the finals of the men's 100m event at the Tokyo Olympics. More and more track and field events have attracted everyone's attention. The track and field industry occupies an important position in the sports industry. China's track and field industry has broad prospects, outstanding event value, and huge room for improvement. Under the new normal of economic development, track and field sports, as the mother of sports, must take the road of marketization and socialization. If the track and field projects rely solely on national financial allocations, and due to inertia, the project will not be able to enter the fast lane of development. It can only solve the problem of survival, but not the problem of development. Therefore, if China's track and field industry wants to develop rapidly and surpass the world's track and field powers, it must follow market rules, fully develop the work of cultivating the track and field market, innovate development models, and promote the rapid development of the track and field industry.

### **3. Discussion on the innovative development path of track and field based on the characteristics of the times**

#### ***3.1 Establish a new system for cultivating diversified reserve talents***

In recent years, the Track and Field Sports Management Center of the State Sports General Administration has successively established the "Chinese Race Walking School" in cooperation with the Qinhuangdao Training Base of the General Administration of Sports and the Xi'an Institute of Physical Education[3]. Some projects cooperate with Tsinghua University and other universities to establish a national youth team or a national team; the Diamond League Shanghai Station and the designated partner Nike are deeply involved in the Shanghai Middle School Student Track and Field Diamond Tournament, which is another innovative attempt to explore the combination of sports and education in terms of form and content[4]. The purpose is to change the thinking of competitive training, promote system innovation, improve the level of professional training, create a platform for elite interaction and improvement, and consolidate the foundation of China's track and field reserve talents. China's track and field youth training work must change the single training model of amateur sports schools in the past, learn from the useful experience of foreign countries, take the road of reform and innovation, strengthen the "combination of sports and education", and establish a three-line diversification of sports, education, and social systems to reserve talent training system.

#### ***3.2 Optimize the allocation of resources and build a new team together***

Track and field is the basic event with the largest number of gold medals in the Olympics. To develop, it is far from enough to rely on the track and field management center alone. Therefore, it is necessary to use the strength of some local sports bureaus with potential projects to give full play to the advantages of the national system. To allocate resources across the country in a targeted manner to improve the efficiency of resource utilization, it is necessary to fully mobilize the resources of all parties according to the different characteristics of each region, make use of the strengths of each region, optimize the allocation of resources, and jointly build a new team. The Track and Field Sports Management Center of the State Sports General Administration has formally signed cooperation agreements with more than a dozen provinces, autonomous regions, and municipalities including Shanghai, Shandong, and Shaanxi to jointly establish goals and tasks to better serve the preparations for the Tokyo Olympics and the mid- and long-term development of China's track and field[5].

#### ***3.3 Athletics drives the masses to a new level of competition***

The 2017 National Games will allow amateur players and professional players to compete on the same field. This is a new attempt to build a "big sports" pattern. On June 13, 2017, the China Athletics Association announced the launch of the "I want to run the Olympics" event, which truly embodies the in-depth integration of athletic track and field and mass track and field, and raises the level of participation by the masses in athletic track and field. We must use competitive track and field to drive the masses' track and field sports, launch innovative new activities, inspire and lead the people to participate in running sports, and finally realize the coordinated development and high integration of the two, improve the national health level, and make road running a benchmark for national fitness, pointed out the direction for the development of my country's "big track and field" cause, and consolidated the mass foundation for a healthy China and the health of the people.

#### ***3.4 Taking advantage of the hot momentum of marathons to lead the new popularity of track and field sports***

According to data from the China Athletics Association, the marathon brings health, pleasure and competition to the participants, brings vitality to the host city, tourists and consumers, and opens up new frontiers for the Chinese sports industry. In 2019, the number of marathons in the road running events and related events registered with the China Athletics Association reached 306. Among them, there were nearly 8 million marathons in various places, and the total annual industry scale reached 92.1 billion. In 2021, with the new crown epidemic effective control, the number of participants in various events is expected to exceed 11 million, and the scale of the industry will reach 100 billion. We must take advantage of the current marathon momentum, improve the quality of marathon events, and at the same time give play to the benchmarking role of marathons, introduce, publicize, and promote other track and field sports, so that track and field sports will be further popularized in China and thus

developed in an all-round way. Let track and field not only be a sport that you can watch lively, but also a sport that everyone can participate in and are happy to participate in. The new popularization of track and field must be implemented in the three-level organization of the family, school and society. Family education is the first period of time for children to receive education. Many adults ignore the importance of family physical education. Therefore, parents must have a concept of family physical education, and they must take the children to play together and let the children participate in all kinds of activities. In track and field training activities, participate in family running and parent-child running projects in some road running and cross-country events, instead of excessively participating in academic supplementary lessons; in school, the first is to cultivate interest through fun track and field teaching activities the design allows students to like track and field in the early stage, instead of thinking that track and field are very boring. Then there is skill mastering, mastering 1~2 track and field skills in different events. Finally, as age grows, the level of physical fitness in all aspects is gradually improved, combined with the refined mastery of skills, and finally improved; promoting the popularization of track and field in my country at the social level may start from the following four levels. In terms of organization, it is necessary to strengthen the construction of local associations, track and field clubs, and running teams. Venue facilities are the foundation, and the construction of related supporting facilities must keep up to increase the degree of openness of schools and stadiums. Give full play to the celebrity effect of track and field sports and popularize and improve the training of track and field instructors[6]. Events are an important way for the rapid popularization and promotion of sports. The popularization and development of track and field sports are promoted by events, so that more people can improve their sports level in participating and watching games and fall in love with track and field sports.

### **3.5 A new model of deconstruction of the track and field industry value chain**

A very important link in the track and field industry chain is local associations, track clubs, and running teams. Social groups that gather together based on hobbies, friendships, industries, or regions, not only provide a place for track and field enthusiasts to socialize, but more importantly, they have greatly promoted the popularization and development of track and field sports, and the leading role is a social resource that cannot be ignored. We must shift our thinking to the construction of track and field associations, clubs, and running teams. The second point of the track and field industry chain is IP events. If the track and field industry wants to succeed, the first step is to create high-quality IP events, then to enhance the value of IP through professional team operations, and finally to extend a complete IP platform from point to point, and to extend the upstream and downstream of event operations. As far as sports resources are concerned, the core element is high-level athletes. A professional and standardized track and field agent model must be created to dig deeper into the core values of track and field athletes.

## **4. Conclusion**

2021 is the 100th anniversary of the founding of the Communist Party of China. It is also a key year for the track and field system to deeply implement the spirit of General Secretary Xi series of important speeches and to promote the reform and development of track and field. Socialism with Chinese characteristics enters a new era. The industry and other aspects have put forward new development requirements. Track and field sports should innovate development paths, promote international track and field cultural exchanges, help build a sports power, and jointly promote track and field to play a greater role in the construction of a healthy China.

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