

Research on the materialization reform of individual sports associations under the national strategy of national fitness

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ABSTRACT. *This paper is based on the national strategy of national fitness, and conducts research and analysis on the substantive reform of each individual sports association. According to the “Several Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption” issued by the State Council in October 2014, it is clearly stated that the national fitness is an important layout for the national strategy. Combining the substantive reform of individual sports associations with the national fitness strategy is this article. The research focus, and in accordance with the requirements of various document policies, give development recommendations combining the national fitness strategy with the physical reform of individual sports associations.*

KEYWORDS: *National fitness; National Strategy; Individual Sports Association; Substantiation; Reform.*

1. Introduction

In the past 40 years of sports reform, China's sports development has been gradually improved. Under the general environment of socialism with Chinese characteristics, the healthy development of sports is particularly important. With the continuous development of China's economy and society, the Party Central Committee with Comrade Xi Jinping as the core has attached great importance to the importance of sports work. Comrade Xi Jinping emphasized the need to accelerate the construction of sports power during the inspection in Tianjin on August 27, 2017. In the process of building a sports power, China has entered the deep water area where the coordinated development of competitive sports and mass sports. The development of mass sports is the focus of China's current sports development. How to coordinate with competitive sports, how to use existing competitive sports resources to feed back mass sports will also be the focus of our sports development. In this context, national fitness and healthy China have risen to the national strategic level. China will use all available resources to develop national fitness work and strive to comprehensively improve the quality and health of our citizens.

At present, China is in the stage of rapid development of large sports countries and sports powers. The development of mass sports has received unprecedented attention. In the 2008 Beijing Olympic Games, the level of Chinese competitive sports reached an unprecedented prosperity, and the development of mass sports was gradually taken seriously by the masses. With the rapid development of our society, the issue of national physique has been increasingly enlarged, and the development of mass sports has been put on the agenda. In this context, the development and promotion of individual sports have got a good opportunity. According to the existing policy documents promulgated by China, the development of individual sports associations has been substantiveized. At this stage, the physicalization of individual sports associations in China It has entered an important stage of in-depth reform. Under the background of national fitness and healthy China, the deepening of the substantive reform of individual sports associations will be the focus of this paper.

2. Research content

2.1 Research purposes

The national strategy of national fitness is an important strategy for the development of China's new era. It reflects the increasing demand for sports by the people in China after the 19th National Congress. The improvement of the national fitness strategy marks the beginning of a new period of sports development in China. According to 2014 10 The State Council issued the "Several Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption" and the spirit of the relevant documents in the "Exhibition of the Industry Association Chamber of Commerce and Administrative Organs" issued by the State Council in 2015, and proposed the goal of materialized reform of individual sports associations. And direction, the substantive reform of individual sports associations will play an important role in the national strategy of national fitness. After the national fitness strategy is promoted to the national strategy, the paper analyzes the key difficulties of the physical reform of individual sports associations, aiming to provide suggestions for the substantive reform of the association under the national strategy of national fitness.

2.2 Research significance

According to the "Several Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption" issued by the State Council in October 2014, it is clearly stated that the national fitness has risen to a national strategy, and it is necessary to coordinate all aspects of the country's efforts to complete the national fitness strategy. In this context, the "13th Five-Year Plan" for sports development proposes that the number of people who will participate in regular exercise by 2020 will reach 435 million, and the per capita sports area will reach 1.8 square meters. The development of mass sports has once again been pushed to an

important position, and the national fitness strategy country will be an important part of it. The deepening reform of sports development has reached the bottleneck period. How to break through the bottleneck will become an important goal of sports development in the new era. The national strategy for national fitness will promote the transformation of the functions of the sports administrative department. According to the "Overall Plan for the Decoupling of Trade Associations and Administrative Organs of the Industry Associations" issued by the State Council in 2015, the separation of government and society, the separation of management and management, the decoupling of industry associations from the administrative departments, etc. It is required that the substantive reform of associations in the field of sports will also give important missions. For the substantive reform of individual sports associations, it should provide reference in the context of the national strategy of national fitness.

2.3 Research object

The status quo of materialization reform of individual sports associations

2.4 Research methods

Document method, logic analysis

3. Result

Under the national strategy of national fitness and healthy China, the development of various sports projects in China has gradually entered a bottleneck period. In October 2014, the State Council issued the "Several Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption" (hereinafter referred to as "Opinions") clearly stated that it is necessary to complete the separation of government and society, separation of government and enterprise, separation of management and management, and speed up by 2025. Promote related issues such as the decoupling of sports industry associations from administrative agencies. How to further improve the sports team's sports level, highlight the great country style in the international competition; how to make more people participate in sports in the process of national fitness development; how to promote sports projects, make sports projects develop faster and better Become the scope of work and tasks of each individual sports association. Each individual sports association will assume more and more important role in promoting the development of sports programs in the future. Under the background of the separation of government and society and the separation of management and management, the substantive reform of the association will be the top priority of China's sports development. The materialization reform of individual sports associations will mark a major turning point in various sports in China. The ultimate goal of the association's materialization is the separation of government and society, the separation of government and enterprise, and the separation of management and management.

Accelerating the process of materialization of the association will be the development focus of the 13th Five-Year Plan for sports development. According to the statistics in the “13th Five-Year Plan” of sports development, at the end of 2014, the proportion of people who regularly participated in physical exercise in the country reached 33.9%, and the proportion of urban and rural residents who met the “National Physical Fitness Measurement Standards” was 89.6%. The area is 1.5 square meters. At present, the development of China's national fitness strategy has entered the deep water period, and reform will be the only way for the development of mass sports and national fitness. The proportion of people who regularly participate in physical exercise in the country is an important indicator of the national strategy of national fitness. How to mobilize the enthusiasm of the people to participate in physical exercise is the focus of the national strategic development of the national fitness. The author believes that the substantive reform of each individual sports association will become a breakthrough point in the national strategic development of the national fitness system. According to the separation of management and administration in the “Opinions”, the decoupling of sports industry associations and administrative organs and the “China Football Association adjustment” issued by the State Council will be accelerated. The Reform Plan will enable individual sports associations to accelerate the process of materialization.

The national fitness strategy is an important part of China's socialist thinking with Chinese characteristics in the new era. At present, China's sports development has entered the stage of coordinated development of competitive sports and mass sports. The national strategy and implementation of national fitness will bring China's mass sports development into a new stage. The development of sports in the new era will definitely pay attention to the development of sports culture and sports industry, and combine the development of medical care, health and education to make the development of sports become a diversified and systematic development system.

The “Decision of the National Sports Commission on the Reform of the Sports System (Draft)” issued on April 15, 1986 clearly emphasized: taking reform as the soul, taking socialization and scientific as the two wings, and realizing the strategic guiding ideology of sports taking off. In 1993, the “Opinions of the State Sports Commission on Deepening Sports Reform” was issued, and the establishment of various sports project management centers was clarified. This opened the curtain of the individualized physicalization of individual sports. Until the 2008 Beijing Olympic Games, China established 23 directly under the sports management center, and achieved the first place in the gold medal list in the 2008 Beijing Olympic Games. The good results, the development of competitive sports in China has also received a large degree of emphasis, and the individualization of individual sports has reached a peak.

In 1993, the State Sports Commission issued the “Several Opinions on the Implementation of the Association of Sports Project Management”, which clearly stated the reform objectives of the association's materialization. Therefore, the substantive reform of the association has a more scientific and powerful basis. The materialization reform of each individual sports association is a road that has never

been taken. Without experience, it can be used for reference. Therefore, the substantive reform of the association is developing slowly.

As time went by, the party's 19th National Congress decided to enter a new era of socialism with Chinese characteristics. The strategy of strengthening the country by sports has once again been put forward. On the way to developing a sports power, the development of mass sports will be emphasized. The promotion of national fitness to the national strategy also confirms the importance of mass sports development. The individualized reform of individual sports associations will also serve the national fitness. Strong backing.

With the introduction of structural reforms in China's sports supply side, the reform needs of sports development have been deepened. The structural optimization, service function and innovation ability of China's sports field will be an integral part of the structural reform of the sports supply side. The substantive reform of each individual sports association will provide an effective impetus for the structural reform of China's sports supply side. In the process of the development of sports in China, the structural problems in the sports field have gradually enlarged, and the management of the sports administrative department has contradicted the functions of the individual associations. The author believes that each individual sports management center should transform the government functions, do a good job in the management and guidance of various sports, and decentralize the individual sports associations, separate the management and management, separate the political and social organizations, and promote the entities of the individual sports associations. Reforms provide the impetus for the national strategy of national fitness. With the "China Football Reform Overall Plan" released in 2015, it clearly pointed out the reform goals of clear powers and responsibilities, separation of government and society, and separation of management and management, and realized the decoupling between the Chinese Football Association and the State Sports General Administration. The materialization reform has taken a historic step. In 2015, the General Office of the State Council issued the "Overall Program for the Decoupling of Chambers of Commerce and Administrative Organs of Industry Associations", which highlighted the issues of the powers of industry associations and administrative agencies, and provided specific opinions on related decoupling issues. The promulgation of these two documents provides an effective scientific basis for the substantive reform of individual sports associations in China, and points out the development direction and goals for the later substantive reform of the association.

4. Conclusion and Suggestion

1) The structural lag of the association in the physical reform path of each individual sports association.

2) Under the background of national strategy of national fitness, the mass sports of individual sports associations have been slow to develop.

3) The role of individual promotion and popularization of individual sports

associations has not been promoted and popularized.

4) Under the national strategy of national fitness, the physical reform path of each individual sports association does not reflect the guiding role of industry norms.

5) The evaluation and supervision system for the substantive reform of each individual sports association is not perfect.

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