

# Construction of the Development Model of Youth Sports Clubs

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**Abstract:** With the effective development of the healthy China strategy and national fitness, as an important group of national fitness, young people play a special role in the development of my country's sports industry. In recent years, youth sports clubs have played a very important role in youth amateur sports activities. The role has made a great contribution to the development of youth sports in my country. In order to promote this type of club to better serve young people, this article uses research methods of literature and logical analysis to study the nature of youth sports clubs as the starting point to clarify the problems and difficulties encountered in the development of youth clubs, and a new optimization path is proposed to provide a reference for the construction of the development model of youth sports clubs.

**Keywords:** youth, sports club, development model

## 1. Introduction

With the rapid development of my country's economy and society, great achievements have been made in sports, and youth sports have transitioned from an all-round advancement stage to a perfect development stage, and the country attaches great importance to it. After the General Office of the General Administration of Sport of the People's Republic of China issued the "Notice on Conducting the Pilot Work of Youth Sports Clubs" (Tiqun Zi [2000] No. 022) on March 1, 2000, more than 6000 national youth clubs were developed by the government through sports lottery funds. Referred to as "Youth Sports Club" [1]. Youth sports clubs are an important carrier to enhance the physical fitness of the vast number of young people, and an effective form of organization for the development of sports. The sports lottery public welfare fund has been used in China since 2000, and various forms of youth sports clubs have been created based on existing schools, sports schools, stadiums, communities, grassroots unit sports associations, and social training institutions[2]. The establishment of these clubs provides a variety of sports venues for young people, promotes the development of youth sports activities, and ultimately promotes the development of quality education and national fitness.

## 2. The nature of youth sports clubs

### 2.1 The duality of government and people

Non-profit organizations are social organizations independent of government and enterprises, so non-government is an important feature of international non-profit organizations. Analyzed from the perspective of the relationship between the establishment of organizations and the government, the current non-profit organizations in my country mainly include government-run organizations, private organizations and semi-official and semi-civilian organizations. Among them, semi-official and semi-civilian organizations have the characteristics of duality between government and people, clubs are no exception. They are characterized by the duality of the government and the people, and the clubs in the early days of establishment have a distinctive official color. First of all, from the perspective of registered capital, the registered capital of most clubs comes from the sports lottery charity fund, and the registered capital of some clubs comes from supporting units. Secondly, from the perspective of club operating funds, the sports lottery public welfare fund and the funding subsidies of the supporting units also account for a large proportion. At present, since most clubs and affiliates have not established a clear management system in terms of responsibilities, rights, and benefits, most clubs rely on the

supporter for resources and funds, and the supporter relies on it to achieve certain utilitarian benefits. In the initial stage of its establishment, the club can obtain part of the government funding due to its shortage of funds[3]. However, in its development process, it cannot be overly dependent on government funds. Especially after the government support funds are over, the club must rely on its own market operation to obtain development funds. If the club lacks the awareness of independent financing and the ability to compete in the market, and cannot form its own hematopoietic mechanism, then the development of the organization will encounter financial difficulties. Therefore, as an organization that provides quasi-public products, clubs must eliminate the idea of relying on government funding. Socialization, industrialization, and marketization are the necessary paths. Only when the organization has its own hematopoietic ability can it contribute to the health and sustainability of the club. Only by developing and providing economic foundation can we provide high-quality sports services for young people to realize the social mission of the organization.

## ***2.2 Non-profit***

The fundamental attribute of non-profit organizations is non-profit, that is, organizational surplus has non-distributable constraints, which is also the main difference between non-profit organizations and profit organizations. The club has non-profit characteristics, which makes some procedures in its operation process different from other for-profit enterprises. Its development goal is not to create profits, but to realize the organization's charity mission. The non-profit nature of the club is mainly reflected in the following three aspects: First, the development of the club is not for profit, and the strategic goal of providing charity sports services to young people must be established. Second, the club's surplus can't be distributed among the members of the organization. At present, the main sources of funds for the club are the initial funds provided by the government, social donations and operating income channels[4]. Although the club has the characteristics of public welfare, it does not stipulate that the sports services provided by the club are free. It is very necessary to charge appropriate operating and management fees for the further development of the organization. In addition, since the club's funds mainly come from government funding, support units, social donations and other channels, it is an asset with the nature of public welfare property rights. In short, although the club is a non-profit organization, this does not mean that the services provided by the organization are free. Therefore, the club must establish the correct marketing concept, based on its own characteristics and changes in the external environment, to meet social needs as the center, and to meet market needs by seeking more public understanding, support and cooperation, so as to ensure the realization of organizational goals.

## ***2.3 Public welfare***

The core feature of non-profit organizations is public welfare, that is, non-profit organizations are mutualism or altruism, rather than profit as the driving force. The charity characteristics of the club mainly include three aspects: First, the club must establish a charity mission. That is, through the development of various forms of sports activities, competitions and project training activities, actively promote young people to participate in physical exercise to enhance their physical fitness and cultivate the habit of lifelong physical exercise. This is not only the value and goal orientation of club development, but also the promotion of club health, guarantee of sustainable development. However, in the process of club management, some clubs define members as service objects, and non-members cannot enjoy services in the club; some clubs set various membership conditions, such as high membership fees, high sports quality, etc. Behaviors are contrary to the club's charity mission. Second, the club must establish a sound financial disclosure system, because the financial disclosure system is a necessary condition to ensure the club's public welfare operation. Without a strict and transparent financial disclosure system, the government and donors will not be able to understand the use of donated funds, which will reduce the public's credibility in the club and affect the club's ability to obtain social donations. Third, establish a club supervision mechanism. In order to win the trust of the public, the club's improvement of its own governance level and ability is the key to organizational development[5]. Therefore, the club must improve the internal self-discipline mechanism, establish the industry mutual discipline mechanism and improve the external supervision mechanism. Only by giving full play to the combined effect of these three supervision mechanisms can the club's open and transparent operation be ensured and the club's charity mission can be realized.

## ***2.4 Volunteering***

Volunteerism is an important feature of non-profit organizations. Non-profit organizations follow

value orientation. The internal driving force is mutual aid and altruism with the background of the spirit of public welfare. Therefore, volunteering is the basis of organizing activities. Volunteers do not participate in the purpose of seeking profit and making a living, but participate in the organization based on the recognition of the organization's mission and purpose. The voluntary nature of the club means that the establishment of the organization and the use of resources are not compulsory actions by the government, but are based on voluntariness and volunteerism. At present, the operating funds of clubs in my country mainly come from government funding, self-generated income, social donations and corporate sponsorships, but social credibility is the main factor that determines the amount of social donations for clubs. The existence of a large number of voluntary services reflects the society's trust, recognition and support for the club's charity mission, but at the same time, we must also pay attention to the negative impact of voluntary amateurism on the club's development. Because the club's service targets are mainly young people, this group of people is in a special period of physical and mental development, so they have higher professional and technical requirements for sports instructors. Most of the club's volunteers are retirees. The professional needs of instructors form a huge contrast[6]. Therefore, it is recommended that the club establish a systematic training system based on the characteristics of different projects and the age characteristics of young people to improve the professional skills of volunteers, thereby improving the quality of service.

### **3. Construction of the development model of youth sports clubs**

#### ***3.1 Strengthen support for clubs***

The club's interest orientation, habituation, type and amount of capital, and other operational links and development directions are all infiltrated and influenced by the government's administrative power. The current national youth sports clubs can achieve good results in the final analysis. The promotion effect of the high attention to work is that the government attaches great importance to the physical health of young people, which is the national interest, and that the government's habit of persisting in providing sports services to young people has been deeply rooted in administrative decision-making. Therefore, the government should continue to increase its emphasis on clubs, especially clubs that cannot be transformed into special cultural capital through a simple centralized and optimized combination of political capital and economic capital in the short term like the culturally dominant model.

#### ***3.2 Maintain the administrative affiliation of the club***

Administrative affiliation can improve the club's social location, strength and popularity to a certain extent. First of all, from the perspective of people's sports service concept and awareness of clubs, it is generally believed that the sports services provided by official clubs are more professional, more reasonable and more attractive. Secondly, from the actual situation, the administrative subordination relationship itself is a kind of political capital, and this political capital can be transformed into other basic capital needed for club operation. It is the existence of these capitals that enable the club to develop healthily and sustainably[7]. Therefore, we must adhere to the administrative affiliation of the club, and ensure the official nature and social status of the club through administrative affiliation, and provide convenient conditions for the operation of the club.

#### ***3.3 Constructing an administrative-market-cultural integration model***

The administrative-led model can realize club operation and effective coverage of young people in a short period of time. It is highly manipulative and is also the basis for the formation and development of other models. Therefore, we should first strengthen the attention to this model. Secondly, in order to achieve the club's self-hematopoietic function and improve the quality of sports products, we should combine the market-led model, optimize the combination of operating capital, and carry out high-quality business sports activities under the premise of not making profits, so as to further satisfy the needs of young people to need. Finally, set a long-term development goal for the future, attach importance to the introduction of characteristic sports, and strive to create outstanding cultural capital.

#### ***3.4 Expand the external development environment***

Although the work of youth sports clubs in our country has been carried out for more than 20 years,

it is still an ascendant, and it is still a highlight project of youth work. Based on national conditions, my country has a large land area, a large population, and a serious gap between the rich and the poor. Therefore, it is necessary to emancipate the mind and innovate in the development of youth sports. In addition to digging out special sports, it is also necessary to work hard in form and skills. With the unique advantages of the country's overall urban and rural reform and development model under the general environment, it is necessary to form a driving force for the youth club work, try to let more young people enjoy the fruits of sports, so as to comfort and prosper urban and rural sports and cultural life.

### **3.5 Establish a total development goal**

The purpose of the establishment of the sports club is to meet the sports needs of all young people and improve their physical health. Therefore, the club should create a good sports environment for the majority of young people, provide better quality sports services, so that every young person can enjoy the fruits of sports development, and promote the healthy development of every young person, and keep pace with the times, carry out scientific and reasonable goal positioning for the club, and take the humanistic values of sharing sports as the theoretical guide for the development of all youth sports.

## **4. Conclusion**

After nearly 20 years of development, youth sports clubs have achieved stage breakthroughs in number and scale, and as the main venue for youth amateur sports activities, they have played a very important role. In recent years, with the great attention of governments at all levels, the infrastructure has become more perfect, students' demand for sports skills has increased, and many colleges and universities have abundant faculty resources; however, there are still unsound management systems, insufficient teachers, single funding sources, and lack of innovation. The reward and punishment mechanism is not perfect. With the establishment of the National Youth Sports Club Branch, the government should improve the policy system and improve the operating mechanism; actively integrate into the club branch to seize development opportunities; understand the needs of young people and expand the service content.

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