

Research on Developing Countermeasures of Competitive Sports under the Strategic Background of a Nationwide Fitness Campaign

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Abstract: *In recent years, as China's economic and social development levels have improved, there has been a dramatic shift in public perspectives. Simultaneously, public awareness increased to the significance of preserving and promoting physical health. The concept of a leading sporting nation not only comprises the level of competition, but also people's awareness, physical fitness, and sports acknowledgment. To a certain extent, measuring the level of a country's sports is an important principle. Based on the concept of a strong sports nation, questions regarding how to develop competitive sports and extensive fitness-for-all activities in an effective way are not only of public interest but also the focus of long-term research by sports experts. In this research, we aim to provide a comprehensive analysis of both development and competitive sports in the context of extensive fitness-for-all activities, as well as valuable insights into the future development of competitive sports in China.*

Keywords: *extensive fitness-for-all activities; Competitive sports; Development Countermeasure*

1. Introduction

The 20th National Congress of the Communist Party of China (CPC) proposed a strategy for the advancement of extensive fitness-for-all activities, elevating youth sports, promoting comprehensive development in mass sports and competitive sports, and elevating the establishment of a leading sporting nation. Furthermore, Congress is well-deployed to take the initiative of the establishment called “Healthy China”. Consequently, the CPC and the State place a great deal of emphasis on the coordination and development of these two domains considering the new historical context. To elaborate further, competitive sports and extensive fitness-for-all activities are both components that integrate the sports business.^[1] Extensive fitness-for-all activities are the foundation for competitive sports, while competitive sports represent an extension of public fitness. The distinctive spiritual appeal, stimulation impact, and motivational efficacy of competitive sports can serve to attract many individuals to engage in physical activity.

Furthermore, the continuous and multifaceted extensive fitness-for-all activities initiatives can facilitate the provision of superior quality sports services to the entire population, thus enabling a larger proportion of the population to benefit from sports development and satisfy the ever-evolving needs of the sports industry. As a result of continuing, diverse public fitness activities, society can benefit from quality sports services, allowing more people to share in the benefits of sports development and meet the expanding total demands for fitness. Public fitness has emerged as a dominant trend in sports to reach the calibration of national sports development strategy. Competitive sports must align with the pace of social development and identify a suitable trajectory for their development to guarantee sustained growth. Hence, a leading sporting nation can be established on a solid foundation.^[2]

2. A Conceptual Analysis of extensive fitness-for-all activities

There is an apparent difference between the concept of extensive fitness-for-all activities and competitive sports. extensive fitness-for-all activities place greater emphasis on fostering public engagement and enthusiasm for sports to create a public sports trend and improve public morality. Moreover, it aims to enhance the quality of life for the public by creating favorable conditions for the advancement of sports culture and modern civilization. Despite how we consider our purpose or the methods, extensive fitness-for-all activities are more straightforward than competitive sports.^[3]The

fundamental objective of public involvement in extensive fitness-for-all activities is to approach the enjoyment derived from sporting activities and to enhance physical fitness. In sum, allocating necessary infrastructure and spaces will increase people's motivation to do sports.

3. The significance of the development of competitive sports under the strategic background of a nationwide fitness campaign

Apparently, the 14th Five-Year Plan formulation was enriched with new blood to enhance this modernized plan for public fitness. It also contributes to the efficiency of economic and social progress.^[4] This intelligent process has enabled the formation of new forms of business models for sports development, enhanced the efficiency of the public service system for sports and fitness supply, enriched the potential of the sports consumption market, and enabled sports to be facilitated around the whole world. Consequently, with the developments of the times, the trend of intellectualization will continue unabated. The integration of digitalization and extensive fitness-for-all activities will result in a synergistic effect that will exceed the sum of their parts in the future. A new fitness intelligence development system for the new era will be established because of this process.^[5] A robust national sports program is contingent upon widespread participation in sports activities. In sum, advancing an extensive fitness-for-all activities intelligence system is of paramount importance to achieving the goal of "a leading sporting nation." As a result of the coordination between the government, society, and the market, competitive sports and extensive fitness-for-all activities can be coordinated effectively. It is important to note that each entity represents the interests of the state, the collective, and the individual, respectively. Each of these entities has distinct operational objectives. Through investment and decision-making, the government oversees and directs various sports. Constantly, non-profit organizations and social organizations aim to encourage national participation and develop and enhance sports organizations. Sports science and technology, sports culture, and sports products are prioritized by the sports industry to maximize profits. The cause of these three elements, competitive sports, and extensive fitness-for-all activities seek a balance and continue to evolve over time.^[6]

4. Analysis of Problems in the Development of Competitive Sports

4.1 Inequitable and inefficient distribution of resources

In essence, cultivating alternative talent players in competitive sports obligates an underlying expenditure of human resources, financial support, and material resources at the state level. Implementing the three-grades training (The three-grades training system is the current sports system in China, which includes athletic institutes, elementary school and middle school sports teams (primary training), athletic institutes, and amateur sports schools (intermediate part-time training), national teams and provincial professional teams (full-time training)) system, along with the long-term cultivation and training of athletes, requires a substantial capital investment.^[7] Moreover, during the cultivation process, the unbalanced allocation of resources becomes problematic. Certain areas that are flourishing with more support from the government both in economics and policy are better positioned to secure training resources and facilities supplementing. Other less developed areas or niche programs have limited local sports resources, which makes it challenging to provide athletes with quality training environments and facilities. This unequal resource segregation brings the consequences of regional disparities in the quality of athlete training. This ultimately affects the overall training efficacy of competitive sports reserves. Furthermore, the uneven distribution of resources may also result in the loss of athletes and coaches, which will have negative impacts on the long-term development of reserve talents.^[8]

4.2 The purpose of sports competitions remains unclear

In terms of extensive fitness-for-all activities, the various professional sports events have yet to form a reasonable sequence and lack organic articulation. There is a tendency for all types of sporting events held in China to operate independently and without coordination. Generally, these events are held solely for the purpose of completing tasks and pursuing excitement and spectacle.^[9] Although these events enrich the cultural lives of the masses to some extent, they have only a limited impact on the level of competitive sports. Even though they took the initiative to a large amount of materials and investment, they still did not reach the desired purpose.

4.3 The training system for competitive sports reserve talent must be enhanced

To elevate back-up sports talents in all aspects of cultivating them, China has published relevant policies on their training. However, during the process of cultivating talents, multiple departments need to collaborate since there are too many sports programs. Besides, each department has different functions, there are remarkable differences between management style and internal organizational structure. Because of the procedure and workflow issues, departments cannot collaborate productively. Hence, existing resources cannot be allocated in a scientifically and strategically coordinated manner. It will eventually result in a significant decrease in the overall quality of reserve talent training.^[10] For example, the arrangement of training fields becomes an issue. When different sports training programs occur simultaneously, coordination of training sites is essential. The lack of efficient coordination may lead to athletes having no access to training sites or having an empty training site with no utilization. These factors result in a waste of resources. Furthermore, resources cannot be shared between different departments. That inhibits the integration of theoretical knowledge with field experiences in competitive sports, thus reserve talents may not be satisfied with their actual training requirements.

5. Develop a Philosophy of Competitive Sports under the strategic background of a nationwide fitness campaign

5.1 Get with the Programme and Improving the Science of Talent Selection

Generally, Social psychology can be defined as the study of the invisible social spirit that is formed by the public in their interactions and activities, which can have a profound influence on the mutual behavior of social members. In the evolution of competitive sports, both from the standpoint of the athlete and the subject's perspective, competitive sports occupy a position within society. Collectively, these roles comprise the social whole. The behavior of each social role is generated under the influence of cognition and emotion toward society and typically exhibits robust social motivation. As extensive fitness-for-all activities initiatives contribute to the growth of competitive sports, it is crucial to adopt effective social-psychological strategies to foster a positive perception of competitive sports among the public. The scientific selection of athletes is vital to enhance the competitiveness of sports teams. Considering the current imbalance in the talent pool within Chinese competitive sports, a comprehensive approach to talent selection is essential.^[11]

Firstly, in consideration of the current number of national secondary athletes and the discrepancy among various sports, it is recommended that recruitment and cultivation of reserve talents be prioritized for archery, rock climbing, equestrian, and other niche projects. This approach will facilitate the enhancement of the talent selection mechanism. Secondly, the existing competitive sports reserve talent information is entered into the system in conjunction with the new era of artificial intelligence (AI) and big-data model technology. Through the calculation and analysis of the relevant information by big-data model, the specific situation of the reserve talent in terms of region, project, gender, training time, and other factors is understood. This allows the staff responsible for recruitment to make scientific adjustments according to the existing data when carrying out the talent reserve, thereby ensuring that all the data are balanced. Thirdly, the technical staff can also further develop the data information platform, ensuring that the existing infrastructure can be effectively integrated with that of different provinces and regions. Relevant departments in each province can report young people with excellent physical quality in their province or region through the system. The system can then pinpoint and calculate the recruitment targets for reserve talent based on the reported data.

5.2 Improving the institutional mechanism and integrating economic and social transformation and upgrading

It is essential to create conducive conditions and fully leverage the practices of a system for mobilizing resources nationwide to facilitate the optimal advancement of competitive sports under the strategic background of a nationwide fitness campaign. As a purpose to support economic development, innovative solutions and improvements to the governmental system are inevitable. In contradiction, through further reforms and promotion of the government system, it is possible to develop a collaborative environment between the government, society, and the market, enabling the effective management of competitive sports.^[12] In particular, the policy should be divided into several parts: an institutional component and a monitoring component. Using this approach, the policy is implemented comprehensively, and the fairness, justice, and transparency of competitive sports are maintained.

Additionally, to facilitate the reform of competitive sports, it is essential to actively supervise each subject matter, formulate appropriate governance programs, coordinate interests among all parties, and adopt a "streamline the government, delegate power" approach to stimulate all parties to blend in with higher enthusiasm, thereby promoting the stable development of competitive sports.

5.3 The integration and optimization of the allocation of resources, and the cultivation of competitive sports reserve talent, should be prioritized

Integrating sports and education, whereby competitive sports cultivate reserve talents through the national education system, can save national resources in the field of extensive fitness-for-all activities. The model ensures that athletes receive the necessary training during their formative years and provides an effective distribution of training resources, thus improving overall resource utilization efficiency. Integrating resources represents a crucial decision point in the optimal allocation process. In accordance with the industry's strategic development plan and market demand, relevant resources are realigned to improve the industry's core competitiveness and determine the optimal allocation of resources. In the American AAU League, top-tier clubs have the right to conduct regional tournaments. Through strategic cooperation or competition, sports, educational, and social institutions in Chinese provinces and cities may apply to establish regional competitive training centers. By organizing and establishing regional leagues encompassing sports, education, and youth sports clubs, by attaching new types of tournaments and regional basketball training camps, the youth basketball competition market will experience further activation.^[13]

In the context of extensive fitness-for-all activities, increased investment plays an important role in improving the quality and efficiency of the training of reserve talents for competitive sports. Aside from the financial aspect, this input includes numerous other components, such as the construction of fitness facilities, the development of human resources, scientific and technological research, and so on.^[14] The cultivation of reserve talent depends on economic support. The diversified integration model promotes the coordination of resources among all stakeholders to enhance economic investment in talent cultivation. Emphasis will be placed on increasing financial investment in the construction of sports infrastructure, the upgrading of training equipment, scientific research, and remunerating and treating coaches and researchers. It is possible for the government to enhance economic support by increasing the proportion of public welfare funds allocated to sports lottery activities, establishing dedicated funds, and increasing financial allocations. Meanwhile, enterprises and social capital are encouraged to cultivate sports reserve talents through sponsorships and investments, creating a diversified financial support system. New facilities must be constructed, and existing equipment must be modernized as soon as possible. It is possible to improve the effectiveness of training by implementing state-of-the-art training facilities and advanced training equipment. The development of higher quality sports venues, the upgrade of outdated training equipment, and the integration of high-tech training equipment such as virtual reality (VR) technology and sports physiology examination equipment, are vital to ensuring that training processes are optimized and elevate its security.

School physical education plays an increasingly dominant role in cultivating back-up talent. Schools are required to increase their investment in cultivation resources to provide them with an adequate education.^[15] For example, furnishing professional psychological consultants and career planning advisors guidance to assist athletes in developing careers outside of sports and making full preparation. The development of reserve talents requires a systematic approach that involves coordinating and optimizing several aspects. It is possible to establish a more solid foundation for the development of competitive sports reserve talent by providing comprehensive enhancements in the areas of economy, facilities, human resources, and science and technology.

5.4 Enhancing the efficacy of the safeguard mechanism for the combination of sports and education

The success of the integration of sports and education into a unified system depends on the implementation and realization of the system regulation. Ultimately, this integration can serve as governance effectiveness, thus improving the health of teenagers. President of the People's Republic of China, Underscored that the system is not an addition, but rather a refinement, a pragmatic and practical approach, a focused and guiding force. The implementation of an effective system will prove ineffective and futile if it is only documented, "paper tiger" (This is used to refer to something that projects power and danger but is, in fact, harmless and ineffective.) becomes a significant challenge that currently stands in the way of the integration of sports and education: the imperfect design of the system and the lack of implementation. It is essential that the historical evolution of the integration of sports and education is

guided by a "people-centered" approach so that all human beings can gain a holistic development. Specifically, the overall strategic plan of the CPC and the state, the macro-policy orientation at the national level, and the social value orientation should contribute to the improvement of the institutional system of the integration of sports and education. As a result, it will be more compatible with the macro-structural environment.

The policy content system should be adjusted and optimized, emphasizing the values of systems thinking, coordinated development, open integration, and comprehensive parenting. A new pattern of collaborative governance by multiple actors will be formed because of this. All stakeholders will be guided to participate, build, govern, and share. The course of action must prioritize the pivotal junctures and persisting inconsistencies in the integration of sport and education, while simultaneously intensifying policy support.^[16] By improving the quality of teacher preparation and mobilizing community resources, we can address these problems of inadequate instructor training and a lack of appropriate facilities for physical education. To ensure the allocation of resources without personal bias, specific implementation guidelines should be developed in accordance with the established policy regulation. It is persuaded that these guidelines quantify the policy objectives, enhance the operability and effectiveness of the policy, and facilitate constant adjustments and optimizations in response to dynamic changes in the integration of sports and education, as well as to the actual requirements of each participating organization. A flexible policy approach can encourage cross-sectoral collaboration and inter-organizational exchanges among relevant parties. Therefore, to enhance the overall effectiveness of the consolidation of sport and education, it will be necessary to integrate the resources of all parties, foster a sense of cooperation, and take collective action.^[17]

6. Conclusion

In fact, it is imperative to promote comprehensive advancements in competitive sports and extensive fitness-for-all activities to establish a country to take the lead in sports by 2035. A collaborative approach involving the government, civil society, and the market can be used to achieve this goal. Despite being mutually reinforcing; these three factors also establish a framework for facilitating the integration of advancements in both domains. Gold medal no longer represents the validity of sports competitive strength of a country. "synergy" implies that the government assumes a leading role in promoting the coordinated development of competitive sport and fitness for everyone through the formulation of policies and regulations and the reform of institutional mechanisms. All sectors of society are encouraged to get involved in this process.^[18] Competition and collaboration convey the motivation behind the interaction between the intrinsic elements of athletics and fitness in both chronic line and extra usable spaces. Ultimately, the goal is to remove obstacles to coordinated development and to achieve a balanced development for both athletics and fitness. In this case, China is expected to progress from being a major athletic country to becoming a leading sporting nation.

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