

Assessment of the management System and Operation Mechanism of Physical Education in Selected universities of Zhejiang Province

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Abstract: *Competitive sports in colleges and universities is an important part of competitive sports in China, and it undertakes the important task of training high-level international first-class athletes for the country. Based on the analysis of the present situation of competitive sports management system in colleges and universities in China, this thesis points out that the management system of competitive sports in colleges and universities has been difficult to meet the needs of international competition, and there are some problems such as too centralized management authority, low degree of legalization and shortage of funds, etc., and puts forward corresponding measures to improve the management system of competitive sports in colleges and universities, with a view to further improving the management level of competitive sports in colleges and universities and promoting the vigorous development of competitive sports in colleges and universities.*

Keywords: *college competitive sports, management system, operating mechanism*

1. Instruction

At present, the competition in the international sports arena is becoming increasingly fierce. Competitive sports will not only show a country's sports strength, but also promote the development of national sports. Competitive sports in colleges and universities is not only an important part of physical education in colleges and universities, but also undertakes the important task of cultivating high-level international first-class athletes for the country. Therefore, the "invisible hand" responsible for managing and running competitive sports in colleges and universities is particularly important. This "invisible hand" is what we call the university sports management system. It is not only a solid foundation for the development of competitive sports in universities, but also an indispensable part of competitive sports research.

This thesis makes an in-depth and systematic study and analysis on the management system and operation mechanism of competitive sports in some colleges and universities in Zhejiang Province, with a view to further optimizing the management system of competitive sports in colleges and universities, improving the management level of competitive sports in colleges and universities and promoting the sustainable development of competitive sports in colleges and universities.

2. Analysis on the present situation of sports management system and operation mechanism in some colleges and universities in Zhejiang Province

According to Liu Yulong, MA Zhaoming(2018), sports management system is the general name of the system and system of sports management in terms of organization setting, authority division, operation mechanism, etc. It is the organizational guarantee to achieve sports goals. A highly complete and adaptable management system, like the pillar of building a house, supports the orderly operation of all elements in the system. At present, the management system of competitive sports in colleges and universities in China is a typical government-led type with strong administrative color. The reasons for this feature should be discussed from the historical background of the development of competitive sports in colleges and universities.

2.1 Historical background of the development of competitive sports management system in colleges and universities

Before 1960s, there was no saying of competitive sports in sports activities carried out by Chinese universities, let alone an important part of preparing for the Olympic Games. The inter-school sports meeting held at that time was a mass training competition, and its goal was to promote the all-round development of students' morality, intelligence and physique.

The great development of competitive sports in colleges and universities in China was in the early 1960s. At that time, many outstanding athletes from provincial and municipal sports teams came from colleges and universities, and college sports had made important contributions to the development of national competitive sports. However, in 1970s, due to natural disasters and other reasons, competitive sports in colleges and universities have been stagnant for a long time. In 1980s, China returned to the Olympic Games and began to be active on the big stage of international competitive sports, and its participation in international sports events gradually increased. Heavy competitive events and financial pressure make it difficult for sports departments to undertake all the tasks of national competitive sports alone. At the same time, the education department is also facing the need of competitive sports exchange in some international universities such as the World University Sports Association, which also stimulates the enthusiasm of the education department to develop competitive sports in universities and participate in international competition.

Based on this, from 1986 to 1987, the State Sports Commission successively issued four notices about the trial recruitment of high-level sports teams in colleges and universities, including "the plan for developing extracurricular sports training and improving the technical level of school sports". It is clear that the goal of competitive sports in colleges and universities is to complete the major international and domestic competitions and the World University Games.

The external management system of high-level sports teams in colleges and universities in China has followed the vertical management mode from central to local in the national administrative system since the beginning of construction. At the national level, there are the State Sports General Administration and the Ministry of Education, which take charge of the overall situation and coordinate all parties. At the provincial level, there are Sports Bureau and Education Department, which are connected at different levels, obey orders from superiors and manage specific affairs. In addition, China has also established the Federation of University Sports of China (FUSC) to assist sports departments to carry out competitive sports-related work in colleges and universities. However, the association is still in the initial stage and its operation is not yet mature.

2.2 Present situation of management system and operation mechanism of competitive sports in colleges and universities

At present, the management system of competitive sports in colleges and universities in China is still strong in terms of external leadership and internal management.

In the external leadership system of competitive sports in colleges and universities in China, there is a government administrative department specially responsible for managing sports affairs. The State Sports General Administration and the Ministry of Education are the top management bodies of high-level sports teams in colleges and universities. There is a parallel relationship between the two management departments. The General Administration of Sports is responsible for the training of college students' sports skills, and the Ministry of Education is responsible for the enrollment of athletes and the training of cultural courses. It is expected that the two national institutions will give full play to their respective strengths, form complementary advantages, and cultivate more high-level and high-level sports talents for the country through joint management.

Although China has also established the Federation of University Sports of China (FUSC) to assist in the management of competitive sports in colleges and universities, the funding source of FUSC mainly depends on the funding of education and sports departments, and it is difficult to have complete independence and autonomy in the management of people and property, so its development space will inevitably be limited.

China's higher education is managed by the unified leadership of the state, and the national unified enrollment policy is implemented. Colleges and universities must obey the unified leadership of the state and implement unified educational policies. As a part of China's higher education, the internal management of competitive sports in colleges and universities is deeply influenced by China's

centralized and unified education system. Therefore, the internal management system of high-level sports teams in colleges and universities in China is actually a management type between independent and non-independent. This “combined” management system is an immature system in transitional development, and its form is relatively simple.

3. Current problems of sports management system and operation mechanism in some colleges and universities in Zhejiang Province

Nowadays, the competitive environment of international sports events is becoming increasingly fierce. The external leaders and internal leaders of high-level sports teams in colleges and universities in China. The current situation of management system has been difficult to meet the needs of international competition, and some problems and challenges that need to be solved urgently have emerged.

3.1 The management authority of competitive sports in colleges and universities is too centralized and dominated by the government.

As mentioned above, China’s competitive sports management system in colleges and universities has a strong administrative color, which is a typical government guided and highly centralized decision-making bodies. The advantage of this management method is that the corresponding resources can be quickly mobilized in order to achieve a certain goal, while the disadvantage is that it is not flexible enough, which easily leads to “too much control”, which makes the high-level sports teams in colleges and universities lack vitality and is not conducive to the cultivation of competitive sports talents.

In recent years, with the rapid development of socialist market economy and the promotion of higher education industrialization, the functions of competitive sports in colleges and universities are expanding, and the value orientation is also showing a diversified trend. Competitive sports in colleges and universities are no longer limited to training talents for the Olympic Games, completing the World University Games and other participating tasks, and its goal is to pay attention to inter-school competition and win glory for colleges and universities.

Under the new situation, the management system of competitive sports in colleges and universities in China has been difficult to meet the requirements of current practice, and new adjustments and changes are needed to promote the further development of college sports.

3.2 The rules and regulations of competitive sports management in colleges and universities are not perfect and the degree of legalization is low.

China’s competitive sports in colleges and universities started late. In the 1980s, the state began to vigorously promote the trial recruitment in colleges and universities.

Up to now, high-level sports teams have achieved a certain scale, but compared with foreign countries, there are still many shortcomings, especially the corresponding rules and regulations are not perfect enough and the degree of legalization is low.

Wang Bo, Chen Jie, Shi Lei(1997) say that the American Higher Education Law and its amendments, the Amateur Training Law and the relevant provisions of NCAA are the important basis for managing competitive sports in colleges and universities. The American competitive sports management system is mainly of social guidance type, and the government rarely intervenes in sports affairs management, even if the intervention is indirect through legislation and economic subsidies. In China, colleges and universities mainly rely on administrative means to manage competitive sports, with direct administrative management as the main content, and there are relatively few available systems and regulations.

In the field of competitive sports in China, the existing laws and regulations are based on the Sports Law and the relevant articles in the Constitution, together with some industry management norms and system regulations. These institutional norms are mostly in the category of administrative law, with weak binding force and limited punishment. Especially when it comes to some dispute resolution and major decision-making, as well as the protection of sports venues and facilities, the training and exchange of competitive sports talents in colleges and universities, it is difficult to meet the needs of competitive sports development in colleges and universities in China under the market-oriented

environment. Moreover, this single management mode, which is dominated by the above-mentioned orders, is not only detrimental to the construction of high-level sports teams in colleges and universities, but also hinders the cultivation of competitive sports talents in colleges and universities.

3.3 Lack of funds for competitive sports in colleges and universities, single source of funds

The internal management system of competitive sports in colleges and universities in China is deeply influenced by the centralized and unified system of higher education. Therefore, the construction cost of horizontal sports teams, as well as the expenses for competitive sports activities, mainly rely on administrative allocation, and the proportion of social funds is negligible.

The National University Sports Association (FUSC), as a co-management organization of competitive sports in colleges and universities, takes advantage of its advantages as a social organization, actively cooperates with enterprises, and adopts various ways to raise funds for competitive sports activities in colleges and universities, thus alleviating the serious shortage of funds for competitive sports activities in colleges and universities to some extent. However, FUSC itself has limited strength, and it is difficult to fundamentally solve the problem of funds needed for the development of competitive sports in colleges and universities by relying solely on FUSC and financial allocation.

Under the market economy, the long-standing traditional practice of "all-in-one-package and all-in-one distribution" of competitive sports in China has been gradually broken, but this ideological brand has caused no small obstacle to the marketization of competitive sports in China. Therefore, if competitive sports in colleges and universities in China want to achieve long-term development and truly replace national professional teams to participate in world-class competitions, it is necessary to change ideas, actively develop the market value of competitive sports, improve the attraction to social capital and realize the function of self-hematopoiesis.

4. Measures to improve the management system and operation mechanism of physical education in colleges and universities

4.1 Expand the autonomy of high-level sports teams in colleges and universities and improve their operational efficiency.

The external management system of competitive sports in colleges and universities in China is a typical government-led type, and the high-level sports teams in colleges and universities are managed by the National Sports General Administration and the National University Sports Association (FUSC) assists in the management. The internal management system of competitive sports in colleges and universities is in the awkward stage between independent and non-independent type, and its daily management involves many departments of the school, and the coordination task is heavy.

Therefore, in order to improve the operational efficiency of high-level sports teams in colleges and universities and give full play to the functions of high-level sports teams, administrative power should be appropriately delegated to high-level sports teams to expand their autonomy. Let the high-level sports teams be properly separated from sports teaching and group activities, and form their own system, which will help the daily training of high-level sports teams and cultivate more and more outstanding talents for the development of competitive sports in China.

4.2 Improve the management rules and regulations of competitive sports in colleges and universities and strengthen the legislative work.

For a long time, colleges and universities in China have been weak in using legal means to manage competitive sports. On the one hand, because

On the one hand, due to the administrative habits, China's laws and regulations in the field of competitive sports are not perfect enough, which makes it almost impossible to rely on competitive sports in colleges and universities.

The management of competitive sports in American colleges and universities pays great attention to the use of legal means, and the government seldom directly intervenes. Through the law, we can deal with all kinds of contradictions in competitive sports in colleges and universities, coordinate the relationship between all parties, ensure the orderly operation of competitive sports in colleges and

universities, and thus promote the development of competitive sports in colleges and universities.

Therefore, we should learn from American experience and strengthen the legislation of competitive sports in colleges and universities. In the macro management of high-level sports teams, athletes' selection and training, competition links, cultural learning and coaches' management, we should further establish and improve various rules and regulations, and try our best to be legal and reasonable.

4.3 Expand the sources of funds for competitive sports in colleges and universities, and improve the fund guarantee system.

Cai Xinjiang(2016) says that the activity funds of competitive sports in colleges and universities are the premise, foundation and motivation to ensure the good development of competitive sports in colleges and universities.

The funds for competitive sports mainly come from financial allocation, and the government plays a leading role in the development of competitive sports in colleges and universities, followed by the aggravation of the financial burden of the government. Moreover, it is difficult to meet the development needs of competitive sports in colleges and universities in China by relying solely on financial allocation. In fact, competitive sports have great development potential in industrialization and marketization. In the United States, for example, competitive sports events are an important way for American colleges and universities to open up financial resources, which bring a lot of benefits to schools through tickets and TV broadcasting fees. Therefore, our government should accelerate the marketization level of competitive sports in colleges and universities, expand the funding sources of competitive sports in colleges and universities by developing the competition market of competitive sports, and provide rich financial support and market opportunities for the development of competitive sports in colleges and universities.

5. Conclusion

China's high-level sports teams in colleges and universities have gone through 34 years since the first trial recruitment in 1987. The development of high-level sports teams in colleges and universities has made great contributions to the competitive sports of our country. It has not only trained many outstanding sports talents for our country, but also made outstanding achievements in the World University Games.

However, there are still some problems in competitive sports in colleges and universities in China, such as too centralized management authority, imperfect laws and regulations, shortage of funds and so on. These problems are seriously hindering the development of competitive sports in colleges and universities, which is not conducive to the construction of high-level sports teams in colleges and universities and the cultivation of sports talents. Therefore, in order to catch up with American colleges and universities, competitive sports in colleges and universities in China must strengthen the marketization of competitive sports in colleges and universities, broaden the sources of funds and improve the management rules and regulations of competitive sports in colleges and universities, so that competitive sports in colleges and universities can develop more vigorously.

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