

Research on the Problems and Countermeasures of Non-Olympic Project Development

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Abstract: Based on the national sports events and the implementation of the national system, as well as the cause of the development of the Olympic Games and other strategic reasons, sports athletic non-Olympic projects have been in a "marginalized" state, not the focus should be attention and attention. This paper analyzes the main characteristics of non - Olympic projects and the contradictions in the development stage, and puts forward the countermeasures and suggestions for the development of non - Olympic projects in China. The paper analyzes the non - Olympic events of non - Olympic events, To China's non-Olympic projects to effectively improve the level of the tournament, and constantly meet the needs of the broad masses of the community, to promote the cause of China's sports to achieve comprehensive development.

Keywords: Non-Olympic project; Athletics; Characteristics; Development;

1. INTRODUCTION

China's vast land, vast territory, national culture has a long history, in this fertile soil has a wealth of competitive sports heritage. Competitive sports projects include both Olympic and non-Olympic projects, high-level non-Olympic projects in the world sports platform or attention, and was sustenance of a strong expectation, but by the Olympic aura, non-Olympic projects in China has not The development of many non-Olympic projects is not optimistic and constrained, which also affected the pace of our country into the sports power, non-Olympic project development problems and contradictions in China's sports needs urgently need to be resolved problem.

2. AN ANALYSIS OF THE CULTURAL CHARACTERISTICS OF NON-OLYMPIC GAMES

(1) Sociality

Nowadays society and sports organization activities are everywhere, its value has been extended to the Olympic Games, World Cup, F1 and other global sports events, in people's minds occupy a certain spiritual status, and has gradually penetrated into people's lives. In fact, for the majority of the community, such as swimming, cycling and other fitness activities is not simply to enhance the physical fitness, more importantly, with friends, family members can add emotional communication between

the opportunity to reflect is a Positive, positive, optimistic lifestyle. Rather than the Olympic project is in its unknowingly development stage actor such an important role.

(2) National character

In the global economic growth is very fast today, the world has many highly recognized, recognized Olympic events, and in the history of sports development to retain a rich culture along the line. But in any case, the development of sports and sports brought about by the history and culture has a high degree of national character. Similarly, non-Olympic projects in the country to continue to improve the development of the road, is bound to also conducive to the development of China's sports industry to the international market. At the same time, the continuous development of non-Olympic projects in China if the search for its roots, analysis of its nature, we can easily find that these non-Olympic projects with important social value, can promote the overall quality of the global movement to improve the spirit of the brand in the release of the nation Dignity and social honor. In this way, non-Olympic project development has a high degree of social appeal and national cohesion.

THE EXIST MAIN CONTRADICTIONS ANALYSIS IN THE DEVELOPMENT PROCESS OF CHINESE NON-OLYMPIC PROJECTS

(1) Non-Olympic project withdrawal problem is highlighted

Since the development of the new China period, the state and the party's high support, the domestic non-Olympic projects can be said that in the process of rapid development of the road to achieve a certain performance and results. However, since the development of sports competitive strategy aimed at the Olympic Games project, the implementation of the domestic "shortening the front, highlighting the focus of" the development of the Olympic Games through the principle of China's non-Olympic project development is gradually widening gap with the Olympic project. For example, in the mid-1960s, there were more than 50 institutions in the country with glider training programs, but in the late 80s the glider was canceled. At the same time, we also know that science and technology projects are mostly non-Olympic projects. Such as parachuting, aviation and

navigation models, these projects have a high degree of technical requirements of the corresponding facilities and equipment must meet the training needs. In addition, since the 80's China's Olympic Games as the core work, many non-Austrian project development has been a serious impact. But it seems that many non-Olympic projects are increasingly accepted by the community and with a high degree of attention, such as skydiving, the current event with at least the World Championships and Asian Championships, the impact of huge.

(2) The development of esteemed non-Olympic projects has been severely constrained

In accordance with the principle of "streamlining, efficient and unified" development, China's competitive project management system in the early 1990s on the importance of change, whether in the financial, human, policy, or in the external events are given to these projects The difference is treated. Among them, China to some of the relatively competitive level of the event together with the cut, and divided into the Olympic Games, the whole project of the third category of the project. In this way, these events need to rely on policy guidance, and the need for social sponsorship. However, China's reform and opening up policy since 1978; even now, the reform and opening up policy is not more than 30 years, although the rapid economic growth, but in the current socio-economic system, some project development is still struggling. With the relevant research and statistical research, when the 80s when the motorboat project also only has more than 10 professional athletes, and water skiing project but only five professional players; the same time, such as the navigation model project has also brought major athletic events for our country Honor, for the country gains 85 world title, second only to weightlifting, table tennis. However, the history of success is very few people know, and now the project development is very difficult, and the strength of the competition between foreign players more and more.

(3) The lack of national attention

High level of competitive sports, social influence, the national sports sector is always focused on those who can participate in the Olympic Games on the project. In the strategy of sports power, should the sports planning guidelines to non-Olympic projects side of the tilt, balanced development in order to healthy development, healthy development is to balance the weight, not the trade-off, non-Olympic projects in the world sports have a place, many countries Are very important non-Olympic projects, but also achieved good results, China has not fully devoted to non-Olympic sports, China cannot ignore the development and survival of non-Olympic projects.

(4) The number of non-Austrian projects to reduce

After the founding of new China, China's non-Olympic project sports development has made great progress, there are about one-third of the non-

Olympic projects in the world of sports proud results can be accompanied by "shorten the front line, highlight the focus" of the Olympic strategy implementation, Austria project both in the development speed and development scale with the Olympic project has a greater gap. Therefore, China should pay attention to the development and training of non-Olympic projects, so that has been evacuated recovery, to give human and material resources and financial support, so that non-Olympic projects can have a beautiful coat and name points.

THE PROPOSED COUNTERMEASURES TO PROMOTE CHINESE NON-OLYMPIC PROJECT SCIENTIFIC DEVELOPMENT

(1) Scientific optimization of development structure

There are 28 major entries in the Olympic events, but in fact there are as many as 78 projects in the country, enough to witness the Olympic Games in the sports career in the important position. However, if the development of these projects can achieve the desired results of the results is indeed unrealistic, the need for comprehensive co-ordination and be carefully planned. Such as Chinese martial arts, dragon and lion dance, or Chinese chess and so have a very solid social base, which should be given full guidance and macroeconomic policy support, organize various events organized to mobilize the enthusiasm of all sectors of society. At the same time, for bowling, rugby, dragon boat and other projects not only the existence of international individual events, while the Asian Games and other large events also belong to the formal entry, the social impact of greater impact. In this way, the development of non-Olympic projects must be all kinds of event activities and to the masses as the basis, to promote excellence for the guiding ideology, combined with the development of these projects to select the level of scientific project planning route, the necessary capital funds to invest, and give a certain policy tilt. In addition, for some social and public good foundation of non-Olympic projects, but also actively introduce the campus, to increase the intensity of the arrangements between the institutions. For example, such as the domestic Tengqiu, football and so can be said that the combination of physical and educational success stories, each institution can combine the school characteristics, select the appropriate project to be carried out jointly for the non-Austrian project sustainable development to provide an important human basis.

(2) Promote the "nationwide system" and actively rely on the social market development path

(3) Promote the development of sports market prosperity through the competition

Based on this, the non-Olympic athletics activities in order to flourish in order to market-oriented, but also should pay attention to the development of the project stage of the strong support to provide the necessary buffer platform. To this end, the first need for the

country to set up the necessary non-Olympic project to promote the organization, and targeted the establishment of the sports market and the development of supporting the prosperity of the management agencies; second, by the State Sports General Administration to be bridged, The necessary personnel training and non-Olympic project training for the formation of talent to provide adequate protection; third, to emphasize the Olympic Games and non-Olympic project development balance, supported by the national and local governments and regularly organized non-Olympic events , To focus on the local encouragement of development; Fourth, for non-Olympic project development, should be the same period to develop the necessary welfare policies, such as tax relief.

CONCLUSION:

With the continuous improvement of China's international status and economic strength of the increasingly powerful, it is also for the development of China's non-Olympic projects to provide a powerful opportunity for development. Therefore, the development of sports in China should go to the internationalization of sports to strengthen the road, we must create more development opportunities; which, non-Olympic project development is essential, because the mass base is good, competitive projects are rich, so different regions can be combined the local sports market features a wide range of non-Olympic projects. In addition, the non-Olympic project development should be based on the coordination of the Olympic Games project to emphasize the nationwide system to effectively provide the sports market social influence and the broad masses of the participants.

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