

# Comparative Analysis of the Management Models of Chinese and American Competitive Sports

**Yubo Wang**

*School of Broadcasting and Hosting Arts, Communication University of China, Beijing, 100000, China*

**Abstract:** *At present, the global competitive sports competition is extremely fierce, competitive sports management attracts more and more attention from the world. The United States and China are recognized as the world competitive sports powers and the typical representatives of the management of competitive sports in the two continents, which is of great significance to the comparative study of the management of competitive sports. The study mainly compares the management characteristics of competitive sports between the United States and China from management concept and structure. Through comprehensive comparison, the advantages and disadvantages of China's competitive sports management can be clearly seen. At the same time, the management experience of the United States can be summarized to provide beneficial reference for China to promote the modernization of competitive sports management and the high-quality development of competitive sports.*

**Keywords:** *competitive sports; management system; China and the United States*

## 1. Introduction

With the improvement of China's competitive sports, China and the United States have launched a fierce competition in competitive sports. In order to improve their own competitive level, the two sides have carried out cooperation in events, thus sports events beginning to show the characteristics of normalization. Contemporary competitive sports increasingly rely on scientific and technological progress and all-round scientific management.<sup>[1]</sup> There are many challenges in the reform of our competitive sports management system, including government functional departments and the relationship between the government and a single sports association. The market and social entities do not actually participate in the training of reserve personnel of competitive sports. Therefore, by comparing the management models of competitive sports in China and the United States, this paper will learn from the successful experience of the United States, which will help promote the high-quality development of competitive sports in our country.

## 2. The concept of competitive sports

*Sports Training Science* defines "competitive sports" as: "Competitive sports, the main feature of sports competition, is an important part of sports, which are sports activities to create excellent sports results and win the game as the main goal."<sup>[2]</sup>

## 3. Chinese competitive sports management

China's competitive sports management mode is a "national system" mode with Chinese characteristics, which is dominated by government management<sup>[3]</sup>. As a combined management mode focusing on government management, this management mode is a strong guarantee for the rapid development of competitive sports in China in recent years, with market regulation as the auxiliary means. Its biggest feature is the formation of national integration in management, training, competition and other aspects, forming a management system with sports committees at all levels as the center and sports management centers as the specific implementation units where mutual coordination and optimal allocation of resources are carried out between different departments under the leadership of the unified administrative department "General Administration of Sport of China". This system is formed under the historical condition of the primary stage of socialism, with the reality of our country and our needs for the development of competitive sports. The source of funds is mainly from the government direct funding, supplemented by sports marketing means which should also be uniformly distributed by

general administration. Although school sports gets certain progress, the professional team mode is still the main mode of sports personnel training in our country at present, which has great limitations on the comprehensive ability training of athletes (As shown in figure 1). The guarantee of the "national system" enables China's competitive sports to rise rapidly in the absence of strong national strength and realize the take-off of competitive sports within a very short time in becoming a universally recognized competitive sports country.

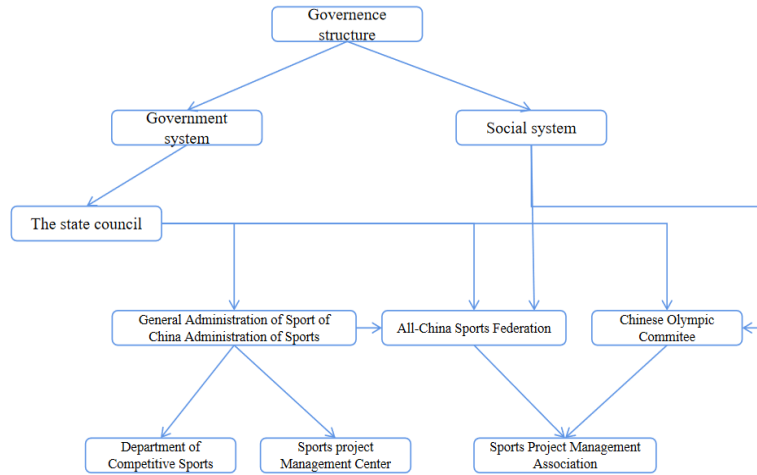


Figure 1. Management structure of the Chinese national team

#### 4. American competitive sports management

The US government has no sports administration department, nor does it formulate sports policies, and basically does not directly fund sports, but indirectly intervenes in sports by means of market mechanism and legal constraints. The funds for competitive sports in the US are mainly invested and operated by society and individuals through sports marketing. The developed professional sports and marketing means enable competitive sports produce huge commercial value and huge wealth through various means of media and marketing. In the United States, the trinity of competitive sports is carried out in college sports, professional leagues and Olympic Committees within their respective scopes, and the environment of national sports promotes the development of competitive sports. (As shown in figure 2)

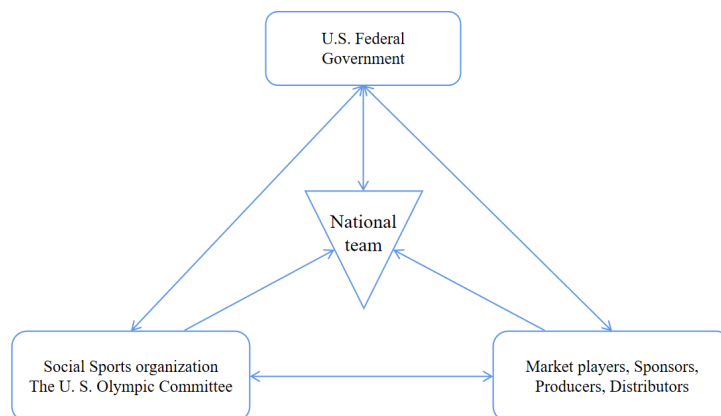


Figure 2. Management structure of the United States National team[4]

#### 5. Comparative analysis of Chinese and American competitive sports management modes

##### 5.1 The logical basis of Sino-American competitive sports management

##### 5.1.1 Comparison of cultural basis

The United States pursues liberalism and amateurism in the management of competitive sports.

Under the influence of liberalism, the management of competitive sports advocates freedom and equality, and the competitive sports system adheres to the credo that all behaviors of citizens are free from government interference. Therefore, the power of the government has been greatly limited in the management of competitive sports, emphasizing the autonomy of civil rights, delegating power to the people, and being dominated by social organizations. The main idea of China's competitive sports management is "people-centered", which inherits and develops the traditional culture of the Chinese nation, highlights the essence of Chinese civilization, and provides guidance for the value objectives of competitive sports management at the national level, the value orientation at the social level and the value criteria at the individual level to pay attention to the equal consultation of multiple subjects, adhere to the combination of rule of virtue and rule of law to promote the modernization of competitive sports management under the specific guidance of the socialist core values.

### 5.1.2 Comparison of economic basis

The United States pursues a free market economic system and advocates free competition. Everything is market demand-oriented, and the government will intervene only when the market is out of order or economic crisis occurs. Similarly, in the management of professional sports, the United States also follows the law of the market and advocates free competition within the scope of legal provisions, so as to realize the survival of the fittest. College competitive sports introduce market mechanism under the premise of adhering to amateurism to provide economic security for the development of college competitive sports. The socialist economic system adopted by China emphasizes the combination of government macro-control and market mechanism, and competitive sports were originally established under the condition of planned economy, with strong administrative management color. The development and evolution of competitive sports management is actually the result of continuous adjustment with the development of socialist market economy. However, the impact of the brand left by the planned economy on competitive sports has not been completely eliminated.

### 5.1.3 Comparison of social basis

The American self-government tradition was deeply influenced by the British political culture. As early as the colonial period, the *Declaration of Independence*<sup>[5]</sup> having established the principle of sovereignty in the people, it is precisely because of the tradition of autonomy that the United States attaches great importance to maintaining the social organization of sports independence. Social organizations play a crucial role in the development of amateur competitive sports, while professional sports management mainly relies on the internal management of the league. In contrast, China has the state before the society, and the state takes precedence over the society. At present, China's social management is still dominated by the state. Especially before the reform and opening up, there was no independent civil organization and substantial social autonomy under the monadic management model. The management of competitive sports mainly depends on the government, which has set up a special department for the management of competitive sports and occupies the main resources for the development of competitive sports. Moreover, China's sports social organizations have long been the same in the government departments, and the development degree of sports social organizations is relatively low, and the ability to undertake affairs is weak. At present or in the future, only the government has enough ability and authority to assume this responsibility. (As shown in table 1)

Table 1. Comparison of logical basis of Chinese and American competitive sports management[6]

Country	Cultural basis	Economic basis	Social basis
The U.S.	Advocating individual freedom and amateurism	Free capitalist economic system	The tradition of autonomy is firmly rooted
China	People-centered	Socialist market economic system	A chronic lack of independent social organization and substantial social autonomy

### 5.2 Comparison of basic concepts of Chinese and American competitive sports management

The management of competitive sports in the United States follows the idea of legal management. The government mainly regards law as an important means and has formulated a very sound system of laws and regulations. Compared with the United States, in the new era, China's competitive sports management follows the national management concept of co-construction, co-governance and sharing. From the management body, it advocates the participation of the government, society, the market and the public; from the management mechanism, it advocates democratic consultation and joint

cooperation; from the management goal, it advocates the benefits of development to all people. All these are the concrete embodiment and vivid practice of the concept of co-construction, co-governance and sharing in the field of competitive sports management.

### 5.3 Characteristics of Chinese and American competitive sports management structure

#### 5.3.1 Comparison of the types of management structure: society-oriented versus government-oriented

Due to the differences of political and economic system, sports development stage, sports social organization and market organization, the management structure of competitive sports varies from country to country. The management structure of the United States National team is composed of the federal government, sports social organizations (mainly including the United States Olympic Committee, national individual sports associations) and other subjects, and constructs a multi-center network management structure.<sup>[7]</sup> Although in the multi-center management structure, the federal government guides the management of the national team by issuing laws and regulations, regulates various behaviors in the development of the national team, and indirectly participates in the management of the national team. But in general, the United States is still a socially dominant governance structure. Compared with the United States, the management structure of China's national team belongs to the government-led type, and the management structure is mainly composed of the government, sports social organizations and market players. The government-driven management of the national team may deviate from the needs of society and athletes. But it is undeniable that China's government-led national team management structure has institutional advantages and strong impetus that Western countries do not have.(As shown in table 2)

Table 2. Comparison of Chinese and American competitive sports management structure

Country	Management structure	Relationship of government	Advantages & Disadvantages
United States	Social dominance	No direct correlation	<p><b>Advantages:</b> The organization is streamlined, the powers and responsibilities are clear, and the government invests less.</p> <p><b>Disadvantages:</b> Multi-subject checks and balances lead to decentralization of power, low decision-making efficiency, and are prone to the phenomenon of lack of macro coordination and fighting for themselves.</p>
China	government-led	High correlation degree	<p><b>Advantages:</b> The government has a strong mobilization and control ability to mobilize limited resources and concentrate superior resources for development.</p> <p><b>Disadvantages:</b> The excessive power of the government occupies the space for the participation of social forces, which is not conducive to the formation of the multi-subject co-governance structure.</p>

#### 5.3.2 Power operation comparison: up-down interaction versus top-down

The core management subject of the US national team is various sports social organizations, which occupy the main resources and management power, and the operation of power is a top-down and bottom-up interactive management process. In view of the large scale of non-profit social organizations, people can participate in the relevant decision-making of sports social organizations, which stimulates the vitality of social organizations and the enthusiasm to participate. Americans believe that justice, freedom and equality in the American style can only be achieved if everyone actively participates in various organizations and activities. Due to the high participation spirit of its citizens, the United States is also known as the "nation of participants." Bottom-up management model can well reflect the needs and problems of the participants of the national team. Lower-level organizations and athletes are not only the management objects but also the indispensable management subjects.

In China, the state administration as the leading, the control of people and property are all owned by the central government has indeed improved the efficiency of organization and operation, and promoted the rapid development of competitive sports, but its disadvantages are also more obvious in the era of market economy. The new public management emphasizes that the government is only one of the actors in a highly differentiated social system, rather than having absolute power. The management of China's national team is dominated and driven by the government. Based on the top-down vertical government management, the higher departments have the power of promotion, assessment and resource allocation of the lower departments. The sports administrative department at the top level assigns tasks and puts pressure on the lower levels through the hierarchical authority. Its advantages are high efficiency and rapid promotion of management measures, but the lack of horizontal cooperation and interaction between different subjects, inefficient and rigid management, is not conducive to maximizing benefits.

## 6. Conclusion

This paper compares and analyzes the competitive sports management system between China and the United States, learning from the successful experience of the United States, which is of great significance for the future establishment of the competitive sports management system and operation mode in correspondence with our country and socialist market economy.

## References

- [1] Wang Dianhai, Dai Bin. *Impact and revelation of American sports on Chinese competitive sports*[J]. *Journal of Liaoning Normal University (Natural Science Edition)*, 2022,45(03):417-424.
- [2] SONG Dehai. *Athletic sports help the development of national fitness in the new era: motivation, mode and mechanism*[J]. *Sports Science and Technology*, 2023, 44(01):42-44. DOI:10.14038/j.cnki.tykj.2023.01.011.
- [3] QIU Zuizhen, WANG Chunliang. *The real dilemma and optimization path of the integration of sports and education in colleges and universities under the background of "new national system"*[J]. *Sports Excellence*,2022,41(12):7-10.
- [4] Slack T, Hinings B. *Understanding change in national sport organizations: An integration of theoretical perspectives*[J]. *Journal of sport management*, 1992, 6(2): 114-132.
- [ 5 ] Congress U S. *Declaration of independence*[J]. Available in: <http://memory.loc.gov/cgi-bin/ampage>, 1776.
- [6] ZHU Yuxia, HUANG Huaming. *Comparative study on the international competitiveness of competitive sports in China and the United States*[J]. *Journal of Hebei Institute of Physical Education*,2020,34(01):37-42.
- [7] Gammelsæter H. *Sport is not industry: bringing sport back to sport management*[J]. *European Sport Management Quarterly*, 2021, 21(2): 257-279.