

Study on Chinese Sports Development Mode in Public Governance Perspective

Yongshan Peng

School of Physical Education, Jiangxi University of Finance and Economics, Nanchang 330013, China

pengyongshanjxcd@sina.com

Abstract. The sports development mode of the whole nation system contributed to the development of sports in China to a large extent, but its lack of market-oriented, the lack of humanity, and ignorance of the shortcomings of the economy have been more and more criticized. Meanwhile, the sports market orientation is increasingly being accepted and became the direction of development in future. But, with economic benefits in sports market, there are also too much emphasis on the economic benefits and underestimating their welfare problems leading to contrary to the problem that sports training and public fitness are contrary to each other. In view of this, the author through the perspective of public governance theory, propose the development framework of ternary mode for China's sports development. Each sports event should be made to distinguish, and then the country should focus on constructing ternary association governance body like nation, city markets, civil liberties organizations to accommodate public welfare and the economy, so as to promote the development of Chinese sports and then achieve three goals public fitness, collective honor, economic benefits.

Keywords: public governance, ternary governance, the development of sports.

1. Public governance theory and sports development mode

Public governance is a new theory with rich content and profound meaning, which is widely circulated and used in the international academic community and various international organizations and political fields. In 1989, the World Bank in its report for the first time used a phrase "crisis in governance". In 1995, Commission on Global Governance in research Our Global Partnership made the following definition of governance: Governance is a sum of a variety of public or private individuals and institutions to manage their common affairs. It is to make conflicting or diverse interests in different organization to continue the process of reconciliation and take joint action. This includes both the formal system and rules to force people to obey and also informal institutional arrangements agreed a variety of people or meeting their interests. Public governance, as a new cross subject of economics and political science, stems from the diversity of modern society. The proposal of the theory is of great significance for the construction of a new mode of governance, and can promote economic and social development. At the same time, learn from the theory, people believe that the development of sports in China also needs to have a new perspective of governance and development framework.

Chinese sports development mode can be divided into two phases:

(i) The leading governance mode fully planned by the government. In this mode, the development of sports in China is mainly based the considerations of country honor. That is through the nationwide system getting the greatest sports achievements. What is the nationwide system? The whole nation collects its limited talents, financial and material resources for the efficient allocation of resources in the country's sports. The nationwide system is not a patent of China, not just for the field of competitive sports, but also other areas, which is a highly efficient system and commonly used in some important projects in many other countries in the world. Under the protection of such a system, although China's sports industry has made considerable progress, people can also see a lot of the

successful projects are not keen items for the masses, such as women's weightlifting, shooting. Although these projects in the international arena have brought great honor to the nation, there is neither much effect on national fitness demonstration nor on national economy.

(ii) A combination governance mode of both government and market. With the development of market economy, Chinese sports also began to focus on the process of industrialization. In such a process, the development of sports in China has entered a new era. With the consideration of sports honor, the economic benefits of sports began to be paid constant attention. Various sports industry companies began to emerge, and the development of the sports industry has entered a new level. With the quick pace of China's sports marketization, a lot of money is involved into the competitive sports market, and the diversified investment channels for sports gradually emerge. The competition mechanism, supply and demand mechanism and the price mechanism in the market would replace the national governments' position to dominate the resources allocation in competitive sports. In such a case, the balance of the original nationwide system is broken, so the original spots events with low economic benefits and less popularity have gradually marginalized in the allocation of resources, and the original athletic training management system with Chinese characteristics also faces reconstruction, such as lack of sports talents in sports school enrollment and the shortage phenomenon of elite athletes.

Therefore, the Chinese sports market orientation shows great superiority in the development and improvement of resource allocation, but has too much emphasis on economic interests and less on public fitness and collective honor. The fully marketization cannot fit the fundamental purpose of the development of sports. By contrast, the traditional development mode of the nationwide system although can achieve the goal of a good collective honor, because of the low efficiency of the organization and other administrative factors, there is a huge economic waste exists in the nationwide system. A lot of sports facilities and stadiums are often vacant and waste; and because of top-down organization, the publics' preferences usually tend to be ignored, resulting in the enthusiasm of the people involved declines. The fundamental reason is that the lack of a combination of public welfare and economic consideration.

The public governance is seen as a governance emphasis on both the functions of government, also the mutual cooperation, co-management approach and philosophy of many social forces and organizations. The legal status of different governance body is equal in the theory; the rights and powers of each governance body are equal and unified. Therefore, the author believes that, through the perspective of the public governance people can re-examine and explore the development mode of governance of sports undertakings in China, capable of taking into account the development of sports from the economy and public welfare, to achieve the development of sports fitness in public, collective honor, and economic benefits.

2. A new development mode of Ternary governance for sports development

The core objectives of the development of sports industry can be summarized in three aspects: national fitness, namely the development of sports should serve for mass sports and try to improve physical fitness and health of all the people, as well as to provide appropriate recreation; collective honor, namely, one important goal in the development is to fight for the collective honor, from the honor of nation to the honor of business community; the competitive sporting is an important way to enhance the collective sense of honor. The sports competition is regarded as a main way for a lot of companies to enhance the collective sense of honor, cultivate core cohesiveness and collective spirit; the economic benefits can be driven from the development of the sports industry, and the sports industry as a new industry, green industry, a sunrise industry can promote regional economic development to a large extent, to absorb employment, in turn, to provide financial support for the development of sports cause.

Development of sports undertakings in China should be combined with national fitness, collective honor and economic benefits, and the three items cannot be neglected. Only this development mode is

the best. At present, the problems on the development of sports undertakings in China is the lack of a way to combine the competitive sports and economic sports, which cannot promote sports as a mass culture, a culture of leisure, entertainment, fitness, interpersonal communication.

In this context, a new governance body needs to be introduced into the context, namely self-organized civic association, through it, people can carry out training courses, organize and carry out various competitions, outdoor sports activities to promote national sports, and thus construct ternary governance by government, market and civil society. The governance mode is based on the dual governance structure which is in the context of the whole Chinese sports development, combining with the government and the market to meet the new requirements. The ternary governance, nation—market—civic society, can use the potential governance beyond government and market through self-organized civic associations, which in the current stage of development shows great vitality and plays a pivotal role. The self-organized civic associations in the new ternary governance can effectively solve the problems in traditional dual structure of governance system. The networks of self-organized civic associations in the new ternary governance have a "rational reflection" advantage. This advantage can reduce the rational bound in continuous dialogue, information exchange and communication; and a series of short, medium and long term cooperation can enhance interdependence and relation among multiple organizations, thus reduce and eliminate opportunism.

There are many kinds of self-organized civic associations in China, including community sports associations, college and university sports associations, and some other non-profit sports clubs. It is self-organized by some like-minded people without fundamentally mandatory features. So, with more flexibility, people can work together to discuss a number of rules and regulations, therefore well reflecting the characteristics of human nature. At the same time, because self-organized associations with non-profit and a hard constraints of self-financing, it can be a good balance between their welfare and economy, which can largely overcome the waste problem under planning system, and can afford the consumption under the market system. So, in a sense, self-organized civic associations have the unparalleled advantage in the development of sports industry to achieve the goal of national fitness.

Through the above analysis, the author believes that the development of China's sports should choose the ternary association governance mode, nation—market—civic society, in order to take into account three goals of national fitness, collective honor and economic benefits. But, at the same time, a huge difference among the various sports events should be focused on, and the effect of each event is significantly different. It also requires that each should be distinguished, and then in the development mode of ternary governance, proper development ideas and management tools can be taken. According to the event-setting in Beijing Olympic Games, the total is divided into 28 events. Among them, sporting on track and field, canoeing, cycling, gymnastics, fencing, weightlifting, judo, wrestling, water projects, modern pentathlon, archery, triathlon and other projects should consider the characteristics of the development to choose nationwide system, and rowing, badminton, baseball, basketball, football, boxing, handball, hockey, baseball, equestrian, taekwondo, tennis, table tennis, volleyball and other projects, people can choose market-oriented development ideas. The civic association can entirely be used as a bridge and an important complement for the two development mode to further improve its new development mode. Track and field, weightlifting, diving and other sports for sports development in China are also indispensable, although they lack economic benefits, their development in the sports market would decline. As for tennis, basketball, soccer and other projects, due to its great visual enjoyment, high popularity, its development in the sports market can achieve a good result. Through the formation of enterprises, first new members of athletes selecting, training, then after some competition, the game bonuses can take up the development of these sports. Self-organized civic association can entirely link its sports public welfare and economy benefits. Through mass participation and co-organization, they can play its role in the amateur field, both in national fitness, and provide mass base and market environment for economic development of sports, as well as provide a certain level of talents on the basis of competitive sports.

3. Conclusion

Ternary governance mode is the selection for the development of sports undertakings in China. In the early days of China, the integration features of nationwide system makes China achieve the rapid development of sports in the short term. Since then, in the mid-state of the development of sports, people try to give up control the integration of sports development, and establish market-oriented objectives, thereby improving the ability of the governance of the information collecting, and improving the economic vitality of the private sector, so that the economic benefits of the sports industry constantly emerge, and various sports industry companies appear in large numbers, which greatly promote the development of sports. In the further development of sports undertakings, self-organized civic associations emerge in large numbers, making some market failure and government failure effectively resolved in the sports development process, which take into account both sports national fitness, collective honor and economic benefits and wealth creation of the civic self-organizing organization. Only fully develop the function of self-organized associations of citizens, and build ternary governance structure nation—market--civil self-organized associations, long-term development of sports can be achieved in China, as well as the three objectives of the development of sports.

References

- [1] Xiaolong Liang: Reflections on Current Issues of Sports Industry in China. *Sport Science & Technology*, vol. 8 (2005). (In Chinese)
- [2] Yuanzhen Lu: Basic Theoretical Issues of the Sports Industry. *Physical Education*, vol. 1 (2001). (In Chinese)
- [3] Qin Hao: Status and Role of Government on Sports Development. *Journal of Physical Education*, vol. 2 (2004). (In Chinese)
- [4] Qing Liu, Zhixue Jiang, Ping Qing, et al: Functions and Duties of Government on Sports Development in New Era. *Chengdu Institute of Physical Education*, vol. 6 (2004). (In Chinese)
- [5] Qing Liu: On the Transformation of Government Functions and Sports Administrative Reform. *Economic System Reform*, vol. 6 (2003). (In Chinese)