

Strategic Countermeasures to Accelerate the Construction of a Powerful Sports Nation

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Abstract: Objective: This paper comprehensively and accurately understands the basic connotation of building a powerful sports nation, objectively evaluates the existing problems, and tries to explore the realization of strategic countermeasures. Methods: This paper by using the interview, logical analysis and other methods to a rational thinking and an in-depth discussion of the strategic countermeasures to accelerate the construction of a powerful sports nation in the new era. Results: The strategic countermeasures to accelerate the construction of a strong sports country in the new era mainly include setting up correct guiding ideology, persisting in reform and innovation, persisting in the four "paying attention" and constructing the multiple evaluation system. Conclusion: At present, China has a long way to go to become a powerful sports nation. We need to deepen reform and innovative development in the system and mechanism, public fitness, competitive sports, school sports, sports industry, sports science and technology, sports culture and so on, in order to accelerate the construction of a strong sports country.

Introduction

Proposed in different periods in our country the construction of "the power of science and technology", "cultural power", "military power" development strategic objectives, such as the 2008 Beijing Olympic Games, paralympic games after the meeting, for the realization of the competitive sports, mass sports, school sports, the coordinated development between the sports in the leading position in the international sports in our country, the party central committee put forward the construction of "sports power" strategy, identified from sports country to sports power in our country towards its goals and scientific positioning [1]. Since then, how to build a sports power has become a hot issue in the field of sports and academia.

Over the years, the research on the goal of sports power and the theoretical research has deeply influenced the development and implementation of China's sports policy [2]. The Communist Party of China report stressed that "nationwide fitness activities should be extensively carried out to accelerate the construction of sports power." To achieve the national strategic goals, we should combine sports powers dream with China closely, the sports, deep into the realization of great rejuvenation and big power construction strategic target of modern landscape to design. Construction of sports power, is not only from the unwilling to lag behind every Chinese heart and dream, give sports new era of historical mission and task, and it is given the current our country sports development must solve many problems still exist in the process, therefore, the construction of sports power as a kind of lofty dreams and the unremitting pursue goal, and strive to achieve the strategic goals. The determination of the strategic goal of the sports power is of great and far-reaching significance to the development of China's economic and social and sports undertakings and the construction of the image of the great power. But in the reality of the construction of sports power and practice, there are still many problems, especially there are more people to the sports hold a biased understanding, the lack of hands-on practice of motivation, lack of sports consciousness and the thought of reform and innovation, these are we must face and solve.

For a long time, the theoretical research of it is based on the demonstration of how to implement this goal, this goal in the process of practice and practice the problems exposed by the further

system research is not enough. To this end, from the practice of building sports power in the new era, the theory and realistic problems in the construction of comprehensive sports power are discussed to explore the strategic countermeasure to realize the construction of sports power in the new era.

Strategic Countermeasures to Achieve the Goal of Sports Power in the New Era

Construction of a new era sports power, the Chinese people have a responsibility to take on the historical mission and task time, rational and firmly positive action, and endeavor to realize the lofty goal of sports development in China. Therefore, effective countermeasures must be taken.

Establishment of Correct Guideline is the Wind Indicator for Establishment of a Sport Power. Establishment of correct guideline is of critical importance for construction of a sport power, and is the wind indicator in this regard. Faced with many problems for building a sport power. We need to have a new guideline to be implemented throughout the course for construction of a sport power.

Firstly, we should adhere to the basic line of Communist Party of China, and follow the socialist theory of Chinese characteristics in the new era proposed by Xi Jinping and the Scientific Outlook on Development as the guideline and, driven by the important goals to build a healthy China and harmonious socialism and build a moderately well-off society in an all round way, change the traditional mode for developing the undertaking of physical education under the conditions of Planned Economy, exploit in physical education, guide the whole society to invest and consume on physical education industry, so as to promote establishment of physical education management and operation mechanism with Chinese characteristics that adapts to socialist market economy system, conforms to development rules of modern physical education, and is full of vigor and vitality, so as to speed up the steps for construction of a sport power.

Secondly, in the construction of a sport power, an unbalanced coordinated development strategy should be adopted, and be implemented by different phases and goals and by priorities and importance. Implementation of the strategy should adhere to the guidance of sustainable development, enrich the mode and mentality for development of physical education industry, and promote an overall and coordinated development of physical education industry; and should pursue economic benefits as the driving force for overall construction of a sport power.

Thirdly, we should stick to and emphasize on independent innovation. New mode for development of physical education may be explored and studied into according to the actual conditions for construction of a sport power. Relying on acute observation over international dynamic development of physical education, efforts should be made to improve competitiveness in development of physical education in China so that China may have more leadership in development of international physical education industry.

Fourthly, we are expected to stick to building of a sport power based on nation-wide participation. Under the background with difficulties, construction of a sport power and to make it the major goal for development of physical education in China requires the joint efforts from every Chinese citizen.

We have seen that sports power forward for the current sports "fade phenomenon" has improved a lot, but also has the very big part of people don't realize the important role of sports in the daily life, even some people think sports is dispensable. The incorrect view of sports values and know, is bound to affect and hinder the process of the construction of sports power, hope that reality can cause healthy enterprise common thinking, study how to cultivate sports power construction of national identity.

Adhering to Reform and Innovation is the Critical Motivation for Construction of a Sport Power. Reform and innovation means to take away the old and irrational part and make system more complete, and create new things. Reform and innovation is the basic contents of the core value system of socialism, and also an important impetus for implementing the Scientific Outlook on Development. Construction of a sport power requires that sport systems throughout the country must implement Scientific Outlook on Development and insist on reform and innovation. The key

for construction of the country into a strong power lies in reform and innovation. Only by sticking to reform and innovation can we go with the times, explore into new fields, realize modernization of the country and tap the goal to build the country into a giant in physical education; only by sticking to reform and innovation can we keep up with the continuously developing new situation of socialist market economy, and accommodate to the new requirements set by building of a moderately well-off society in an all-round way and the new expectation of the people to live a happy life. The most important, and the first to be affected, of reform and innovation in physical education is to reform the sport development system of China.

As it is known to all, nation-wide system is the current system for development of sport undertakings in China. Such title is a commendatory summary on the sport system of China by the press abroad in the 1980s. Later on, it gradually became a term with specific implication among the academic circle of physical education in China. It mainly referred to development mechanism and a set of organization and operation mechanism for sport undertaking that was established in a certain period of time to meet certain goals and requirements and effectively unify and concentrate national power to deploy relative resources, including spiritual and volitional and material resources, to enable rapid development in certain aspects.

Forty years after reform and opening-up, athletic sports of China have made marvellous achievements attracting world-wide attention under the background of nation-wide system, and have, to some extent, propelled the development of sport undertakings of China. It reveals the advantages of the sport development system with Chinese characteristics, but under the nation-wide system, too much attention was given to athletic sports, and amateur sports (school physical education and social physical education) were almost neglected. This is an indisputable fact. Only when sports have benefited every citizen, and had a wide range of foundation among the people can it realize sustainable development. With participation from the people, the sports will not be the sport of the real sense, and without improvement of the people's physical quality, it is difficult to tap the strategic goal of physical education to realize "overall improvement of physical quality and health level of the Chinese nation", and it's more difficult to realize the human-based physical education. Proposal of building a sport-powerful country requires coordinated development of athletic sports and amateur sports. In that case, if the nation-wide system changes into a new suitable sport development mechanism, it would worth our deep discussion. Only when the two aspects are not obviously unbalanced will the sport achieve overall and coordinated development, and will physical education thrive as long as possible. If we keep following the previous system in which athletic sports and amateur sports develop separately with too much attention spared on development concept and management system of the athletic sports, "after all, gold-medal nation does not equal to superpower of sports", and this would make it even more difficult to realize the purpose of building China into a sport power.

The driving force for construction of a sport power lies in reform and innovation. Only by sticking to reform and innovation can it be possible to mobilize, and improve the physical quality of, the people of the whole nation; to activate the sport market and provide rich and colorful sport cultural products for improving life quality of the people nationwide; and to accelerate the progress for China to transform from a big sport nation to a strong sport nation, thus realizing the dream to construct a strong sport nation. Only by sticking to the spirit of reform and innovation and keep innovating the sport development system, exploring the sport development channels, and tamping the sport development foundation, can it realize the purpose to build a strong country through improved sport systems [3].

To Adhere to the Four "Attention" is the Focus of Building a Sports Power. Notice from the national level for the overall planning and unified layout, pay attention to research and promote sports culture, pay attention to protect the legitimate rights and interests of sports industry, pay attention to sports and development of information technology integration is the construction of sports power have to think about important aspects.

First of all, from the practice of sports development and comprehensive strength factor, should notice from the national level for the overall planning and unified layout, from the national fitness,

"honor" of the Olympic Games, the sports industry and sports science and education, culture and the five strategic top-level design sports power [4], join together the various provinces and cities planning, planning as a whole the cohesion, overall configuration, industry as a whole to promote resources, infrastructure construction as a whole, overall layout, industrial development science and technology innovation investment overall consideration. Otherwise, the provinces will be independent, and there will be uneven and uncoordinated problems.

Secondly, focus on research and promotion of sports culture. If we do not study sports culture, we will lack cultural support for deepening reform and innovation development. If sports culture is not carried forward, it is difficult to preserve a unique historical root system in China's extensive and profound traditional sports culture and colorful national sports culture. By reflecting on our country sports culture, therefore, can be condensed and carry forward the sports culture, especially traditional sports culture, and provide strategic guidance and theoretical support for the construction of sports power, open people's field of vision and mind, enhance the whole nation's sports cultural identity, attention to sports, to participate in sports, the protection and inheritance of thick atmosphere, good social foundation for the construction of sports power.

Third, we should protect the legitimate rights and interests of the sports industry. At present, China's sports product world is not well-known, brand protection awareness is not enough, sports legislation, law enforcement, law-abiding chain is not free. Sporting goods industry in our country, for example, the "double happiness", "back", "Dave" and other well-known abroad, but these brands were overseas preemptive registration, the "double happiness" brand in Germany, the United States, Singapore, Malaysia, India and so on more than 20 countries and Hong Kong and Taiwan are registered in China [5]. Therefore, in order to found to protect the rights and interests of sports industry, it is necessary to explore establishing and perfecting the legal protection system of the sports industry and the construction of sports power have been the focus of a period of time.

Fourth, focus on the integration of sports and information technology. With in-depth development of the Internet technology, usher in new opportunities in all walks of life, sports is faced with many opportunities and challenges, from the theory, technology, application and evaluation with multiple aspects, such as information technology in collaborative innovation, use of big data, Internet of things, cloud computing, mobile Internet, informatization means such as artificial intelligence, support and guide sports development by leaps and bounds.

Construction of a Diversified Evaluation System is a Scaleplate for Building a Sport Power. Diversification and integration gradually become a trend of evaluation on the reform. Formulation of a diversified evaluation system can promote construction of a sport-powerful country. It is also a scaleplate measuring the possibility for construction of a sport-powerful country. Currently, there has been no recognized conditional standard for determining whether a country is a big sport country or a strong sport country, and the most difficult part is that it's difficult for the evaluation to be quantitative [6].

Under economic integration, we need more frequent communications and find something commonly shared by strong sport nations, and at the same time maintain the interdependence and particularity of physical education of Chinese characteristics, existence of individuality, undoubtedly we must admit it. Therefore, for a big sport nation and a strong sport nation, no matter where we put them, and no matter whether we do the horizontal or vertical comparison, either historically or geologically, either of them is a unique landscape, and it's impossible to set out a quantitative indicator to judge on every nation with, in that a strong sport nation is a relative existence, and it always puts the relative factors as the top priority for consideration [7].

Therefore, strong sport nation under such independent environment, it's inevitable to lead to diversification of evaluation standard. It's necessary to establish such evaluation standard, and it's necessary to invite all experts from physical education system to gather together for research, and formulate a diversified quantitative evaluation system. Construction of a diversified evaluation system, may start from diversification of evaluation subjects, diversification of goals, diversification of standards, diversification of values and methods, and should pay attention to evaluation on dynamic development factors, and the evaluation system must newly innovated and bear the best

characteristics of the times[8]. How to construct a relatively complete and rational diversified evaluation still needs continuously to be explored and improved in the long period of practice.

Summary

Currently, in terms of building itself into a strong sport nation, it can be seen that the construction is in a rapid development by accumulating its “quantity”, and is developing in the direction of a strong sport nation, but there is still a long way to go before China really becomes a strong power of sports. And considering the sport population and per capita area gymnasium, etc, it's still very reluctant for China to be called a strong power of sports [9].

As a result, when constructing a strong nation of sports, we must respect the reality, and do the thinking from the perspective of the world, the nation and the people. We must stick to the comprehensive modernization of the Chinese sports, determined comprehensively deepen the sports reform and innovation and development, carrying out the national fitness movement, constantly improve the level of competitive sports, accelerate the development of sports industry and promote the development of integration of "sports and other industries", vigorously implement the strategy of science and technology driven, enhance sports culture confidence, etc. [10]. Only in this way can our country truly build the world sports power.

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