

Research on the Management System and Operation Mechanism of Grass Roots Mass Sports in China

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Abstract. In the process of comprehensively promoting the reform of the market economy system, China's infrastructure is becoming more and more perfect, and the quality of life and living standard of the masses are getting higher and higher. While pursuing material satisfaction, the public is increasingly concerned about their spiritual and cultural enjoyment. Under such a realistic background, grassroots mass sports have developed very rapidly. In order to provide necessary support and help for mass sports, China has gradually increased its investment in and support for mass sports work, built a scientific and perfect sports management mechanism, and ensured that the system can achieve steady operation, focusing on the enthusiasm and physical fitness of grassroots sports. This article will combine theory with practice, understand the implementation path of different management systems, and analyze the specific mode of grass-roots mass sports management mechanism. In this way, we can better suit the remedy to the case, ensure that each grassroots mass sports management system can play its due role, meet the diversified and personalized physical exercise needs of grassroots people, and comprehensively improve the overall quality and participation initiative of the people.

Keywords: Grassroots People; Sports Management System; Operating Mechanism.

1. Introduction

With the deepening of reform and opening up, China's social organization structure has undergone tremendous changes. The traditional social organization structure has been directly divided. The separation of government and enterprises has made the functions of the government more centralized. Market regulation and macro management are the most critical. Traditional unit organizations no longer focus on professional goals, but actively undertake certain social responsibilities, provide more social services, and effectively respond to various pressures and challenges brought about by changes in social organization structure. For the grass-roots mass sports management system, the internal operation mode and means have changed significantly. In order to truly keep pace with the development of the times, we need to focus on system innovation. Learn from good practices and experience, adhere to the specific national conditions, fully highlight the grass-roots mass sports management system with certain Chinese characteristics, and ensure stable operation. The implementation process of the grass-roots mass sports management system is complex and takes a long time. Management staff need to understand the shortcomings of the current model, predict the future development model, and achieve progress with the times.

2. Management System of Grassroots Mass Sports

The grass-roots mass sports management system mainly targets the rural and county people below the prefecture level. It effectively manages and coordinates the operation mechanism, authority division and institutional setup, and the entire internal management system and system are relatively perfect. In the process of implementing the nationwide fitness program in an all-round way, China has put forward many development requirements. The grass-roots mass sports management system can provide the necessary organizational guarantee for the implementation of this program, and comprehensively improve the cultural level and physical quality of the grass-roots people. As a grass-roots government organization, the importance of towns and streets can not be ignored, and the grass-roots mass sports management system can not be separated from towns and streets. The management

object and management subject in the whole system complement each other, and there is an obvious unified relationship, forming a mature and perfect management system. The management staff actively keep up with the pace of the development of the times, integrate and use a variety of modern information technologies and means to understand the domestic and foreign sports management policies, sports management systems and the development trend of mass sports, actively learn from the latest and cutting-edge research results, further reform the traditional management model and management system, and set up special staff for effective adjustment. From the current point of view, most of the grass-roots mass sports management systems have obvious hierarchy, and achieve a comprehensive breakthrough in strict accordance with the specific requirements of hierarchical management. The main body of management mainly includes grass-roots units, government agencies, sports social groups and small group organizations. The government agencies are composed of township group management departments and street group management departments. The sports social groups include sports stations and morning and evening exercises. Through this form, the comprehensive coverage and efficient management of mass sports activities can be achieved to ensure that special personnel are responsible.

3. The Future Model of China's Grass Roots Mass Sports Management System

3.1 Combination of Government and Mass Organizations

The integrated system cannot be separated from the comprehensive innovation and improvement of sports management. Sports administrative institutions and sports associations actively participate in it, further breaking through the shackles and obstacles of the traditional sports management system. Sports administrative institutions need to accept the guidance of the government, play the role and advantages of macro management, and the government plays a key role in formulating policies and regulations, setting overall sports goals, adjusting and controlling policies and allocating support funds. Sports associations need to actively undertake specific business functions from a micro perspective. The system management mode of this complex has unique advantages. It has many advantages. First of all, it can adhere to the leadership of the government and reflect the substantive will of the government. Secondly, make full use of the enterprise management mode to suit the situation, play the role of the competition mechanism, and ensure the work quality and efficiency. Some management will adhere to the principles of transparency, openness and fairness in accordance with the specific requirements of scientific decision-making, and effectively avoid bureaucracy. Finally, it will help mobilize the enthusiasm and participation of sports organizations and sports associations, ensure that they can be aware of their social responsibilities, play their advantages and expertise, and actively make their own contributions to the construction and improvement of the grass-roots mass sports management system. When analyzing the integrated management system, the scholars clearly emphasized that in the process of carrying out various management work, the association would organize various sports business activities, realize the integration, utilization and efficient allocation of intangible assets and tangible assets, and ensure the industrialization development of sports, which has an effect on various pressures and challenges. In the context of globalization, the sports management system based on the combination of associations and the government has been highly praised, synchronized with the development of the times, and widely recognized and concerned.

3.2 Organizational Structure and Functions of Management System

The comprehensive and systematic management system of the combination of government and mass organizations is obvious, and the internal organizational structure and functions are relatively rich. First of all, for the positioning of the organizational structure, the internal organizational structure of China's future grass-roots mass sports management system has undergone significant changes. This system attaches great importance to the rational division of responsibility and power. Adhere to the hierarchical division criteria, strengthen the effective coordination between different

structural levels, ensure the normal and orderly working mechanism, and fully reflect the structural advantages of networking. Secondly, in the process of functional orientation, the General Administration of Sports of China needs to stand in a macro perspective and be responsible for the development of the whole sports work. The improvement of sports development strategies and policies and regulations is very critical. From the perspective of macro development, the management department will formulate early development goals in the process of overall planning and gradual optimization, effectively highlight the normative role and value of various policies and regulations, and strengthen the connection with local bodies and administrative agencies at all levels. The national sports work needs to be guided, supervised and coordinated by the General Administration of Sport of the People's Republic of China. The General Administration of Sport of the People's Republic of China and the All China Sports Federation need to maintain close contact, give full play to their own advantages, further optimize the sports organizational structure and system, achieve effective contact between the Party and the government, and ensure that sports work can be implemented. The forms of activities of the National Sports Federation are relatively complex, and most of the activities need to be led and managed by the competent business units. Supervision, management and business guidance are the most critical. The relationship between mass organizations and sports administrative institutions is relatively complex. They need to guide and supervise each other, truly achieve close communication and mutual cooperation, and give play to their respective strengths and advantages.

4. The Way to Implement the Management System of the Combination of Government and Mass Organizations

4.1 Decentralization and Decentralization by the Central Government

In order to ensure that the management system keeps pace with the development of the times and truly realizes the specific analysis of specific problems, the separation of government from enterprises and the separation of power and responsibility should not be ignored. The management system needs to always adhere to this important principle, avoid excessive centralization of government power, and ensure the implementation of hierarchical management in the process of decentralization. Among them, vertical decentralization and horizontal decentralization are the most critical. The former helps to reflect the advantages of hierarchical management, while the latter helps to strengthen social management and ensure that the sports management system can play a certain role in macro guidance. From another perspective, the sports management system began to realize the effective reform and adjustment of the internal structure. It is no longer a linear structure, but operates steadily in a rectangular structure. The vertical management based on administrative orders has been criticized. The management system based on the combination of government and associations pays more attention to the complementary advantages and resource sharing, and strictly follows the matrix management model to achieve a comprehensive breakthrough.

4.2 Define Target Management

The management system of the combination of government and mass organizations requires that the management should always stand in the perspective of the market to define the functional positioning, build perfect management objectives, and give full play to the functions and roles of different institutions. For the sports administrative institutions, the macro management is the most critical, and the internal functions are more complex. First of all, it is necessary to formulate the strategic goal of mass sports development from a macro perspective based on the actual conditions of mass sports development to ensure that the goal can be implemented. Secondly, play the role of supervisor according to relevant policies, laws and regulations, and promote the effective implementation and comprehensive implementation of this work. Thirdly, on the basis of the comprehensive construction plan, we should use various modern ways to implement the publicity and management work. Finally, effectively build stadiums and improve relevant infrastructure to meet

the needs of the people for physical exercise. In addition, regional sports development can not be ignored. Sports administrative institutions need to pay attention to coordination and balance, mobilize the enthusiasm of residents to participate, and ensure that every resident can have a fair opportunity to participate. This has a very critical impact on the improvement of the level of competitive sports, which can better play a leading role of model demonstration, and comprehensively promote the reform and innovation of mass sports.

4.3 Give Play to the Role of Sports Associations

The functions of sports associations are also very diverse, and their specific performances are different at different stages. From the basic functions, sports associations need to play a direct role in management, actively improve various affairs, such as planning and organizing various sports activities, managing the masses and sports events, training professional sports staff, and effectively conducting various lectures on sports health knowledge, We will promote the effective development and rational operation of the sports industry. Focusing on the substantive requirements of the industry's standardized management, ensure that the industry's self-discipline education can be implemented. Strengthen the effective management and macro coordination of operational sports organizations, ensure that they can operate steadily and make macro adjustments in strict accordance with certain work requirements, and effectively avoid various unfair issues. Both sports administrative institutions and sports associations need to make comprehensive adjustments based on the substantive requirements of management by objectives. The General Administration of Sport of the People's Republic of China needs to represent the will of both sides from the perspective of the state and the people, and define the long-term plan and overall goals for the development of mass sports. Focusing on the modernization of the management system, we should actively coordinate the work of all parties, achieve close contact between the central and local governments, set up sports associations and sports administrative institutions at all levels, adjust and flexibly analyze the implementation according to the national laws and regulations and the needs of regional economic development under the guidance of long-term planning and overall goals. The formulation of long-term goal planning, medium-term goal planning and short-term goal planning is the premise, which tests the comprehensive strength of each region. Sports administrative institutions and sports associations need to maintain close contact and communication, define their respective responsibilities, rights and obligations, take the initiative to play their strengths, and achieve independent adjustment and promotion in the process of sharing experience and reflection and exploration.

4.4 Coordinate the Relationship between Sports Organizations

Sports organizations play a key role in the grass-roots mass sports management system. The number of sports organizations is relatively large, and the work requirements and content are relatively complex. In order to avoid deviation in the direction of work as far as possible and create a good external space and environment for the steady operation of the grass-roots mass sports management system, we must pay attention to the coordination of the relationship between sports organizations and ensure that they can achieve effective transformation of the relationship.[5]The new management system requires the General Administration of Sport of the People's Republic of China to strengthen contact with sports administrative agencies, sports associations and local sports bureaus, clarify their respective functions, and adhere to the principle of equal and voluntary consultation based on the establishment of an agreed relationship, so as to truly achieve fairness and unity. Only in this way can we meet the challenges of the development of the times, realize the steady improvement of the overall work quality and management level, ensure the smooth implementation of grassroots work, and comprehensively improve the operational efficiency of the entire internal system.

4.5 Cultivate Sports Guidance Team

In the process of providing social services, the importance of sports instructors is obvious. The training work of social sports instructors cannot be ignored. The difficulty coefficient of this work is relatively high. The management department needs to stand in a macro perspective, understand the specific situation of social service provision, and make targeted improvements. First of all, it is necessary to gradually enrich the categories of social sports instructors on the basis of diversified instructors, strengthen the effective management of social sports instructors at different levels, categories and projects, and ensure that they can fully play a certain role. Secondly, in the process of carrying out relevant training work, we need to treat them differently to understand the advantages issued by different types of social sports instructors. For medical rehabilitation sports instructors, leisure and entertainment instructors and sports instructors, the specific training content and requirements are different. [6]The management needs to pay attention to the effective analysis and research on different types of occupations, carry out paid services, and ensure that they can provide all kinds of training on their own. In addition, the state also needs to take the initiative to bear certain training costs according to the requirements for the development of voluntary services. Finally, establish a unified level of examination system, fully mobilize the enthusiasm of social sports instructors, and ensure that they can be aware of their responsibilities. The management department needs to pay attention to the gradual improvement and effective optimization of the sports operation mechanism, and solve the worries behind the management work. Only in this way can we better break through various development difficulties. The effective improvement and supervision of financing mechanism, regulation mechanism and management mechanism cannot be ignored. This work is directly related to the operation quality and efficiency management of the whole sports management system. The management needs to understand the internal logical relationship between the three mechanisms, master the overall situation, grasp the direction, and achieve the core goal of commanding the overall situation from a certain height. Only in this way can we effectively implement the national fitness program and improve the comprehensive quality of citizens.

4.6 Development and Utilization of Sports Resources

The development of grassroots mass activities can not be separated from sports resources. The rational use and allocation of sports resources is an important work that each sports organization needs to complete, which directly affects the role of the mechanism. First of all, gradually build stadiums and gymnasiums, implement infrastructure construction, and increase investment and support for this work. Sports administrative institutions at all levels need to carry out various management work under the guidance of the local government, complete the construction and maintenance of public sports facilities step by step and purposefully, [7]and truly open to the society. Among them, the effective development of outdoor sports resources is also very critical, which can make up for various deficiencies of current sports resources. In the process of construction, opening up and development, effectively change the current backward situation, better realize the comprehensive allocation and optimal utilization of sports resources, ensure that mass sports venues and facilities can meet certain sports needs, and comprehensively improve the level and frequency of sports among the population.

5. Conclusion

The construction of the grass-roots mass sports management system is a long work and a very arduous task. In order to ensure that the management system can keep up with the pace of the times, the state needs to increase investment and support, understand the operational requirements of the operating mechanism and its important role. Actively stand in the perspective of the development of the times, better implement the national fitness program in the process of macro planning and overall optimization, make early preparations for the improvement of the people's quality of life and physical fitness, play the role of organizer and guide, and truly achieve progress with the times.

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