

# Institutional Innovations in Sports Governance: A Guizhou Perspective

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**Abstract:** Under the background of the new normal of "modernization of national governance system and governance capabilities", this paper conducts a study on the actual situation of sports governance in Guizhou, and in the face of the people's growing diversified sport's needs, specializes in institutional innovation to build a new pattern of sports governance in Guizhou. Conduct in-depth research, place "governance theory, institutional theory, organizational theory" in the Chinese context, combine the new form of sports development and practical needs in Guizhou, strengthen the innovation of the sports governance system, consolidate the foundation of sports governance, and strive to create a joint construction and shared future. The new pattern of sports governance with governance sharing is conducive to test the scope of application and explanatory power of these theories. Studying the institutional changes in sports governance in Guizhou Province is crucial to enhance our understanding of the region's sports ecosystem and promote the sustainable development of sports. This study supports inclusive and equitable sports development activities in Guizhou by addressing specific difficulties and possibilities in sports governance, stimulating positive change and increasing stakeholder participation. This study aims to provide important insights and suggestions for the specific situation of Guizhou Province through an in-depth literature review and empirical analysis. Its aim is to inspire decision-making and assist evidence-based decision-making in sport governance. The construction of a new pattern of sports governance in Guizhou can lay a solid foundation for the modernization of the sports governance system and governance capabilities, deepen the reform of sports governance, and improve the quality of sports services in Guizhou, thereby contributing to the construction of a sports power, the realization of a healthy China and the development of the western region.

**Keywords:** Sports Governance; System; Innovation.

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## 1. Introduction

Sports governance involves the complex oversight and control of several components in the sports industry, such as athlete well-being, financial administration, anti-doping measures, and competitive fairness. It acts as the structure for upholding ethical norms, guaranteeing openness and responsibility, and advocating for justice, diversity, and inclusion in the sports community. Sports governance has gained more global attention in recent years for its crucial role in influencing sports growth and maintaining integrity and accountability in the sports ecosystem (Nafziger & Ross, 2020). The sports business is becoming increasingly complicated and has significant economic, social, and cultural effects. There is a growing need for strong governance structures to handle the problems and intricacies of modern sports administration.

Strong rules and regulations are essential for effective sports governance, providing a stable framework for overseeing many parts of the sports business (Pielke, 2018). Adaptable regulations are crucial to be relevant and effective in dealing with new difficulties and concerns in the dynamic sports environment (Svensson & Hambrick, 2020). Well-defined and thorough policies are essential for ensuring justice and equity in sports events, providing direction for players, officials, and stakeholders (De Bosscher et al., 2015). Sports organizations may face challenges in maintaining consistency and integrity without established rules and regulations. Therefore, it is crucial to assess the clarity, relevance, and enforcement of existing laws and regulations in specific regions like Guizhou Province.

Ethical concerns and integrity are essential characteristics

that form the foundation of sports governance worldwide (Skille et al., 2018). It is crucial to foster a culture of honesty and sportsmanship among players and stakeholders to protect the integrity of sports competitions and preserve public confidence (Groves et al., 2019). Ethical standards and regulations of conduct are essential in preventing unethical behaviors like cheating and doping, thereby maintaining the integrity of sports events (Pielke, 2018). An assessment of the sports governance framework in Guizhou Province should examine the mechanisms that promote ethical behavior, guarantee responsibility, and handle ethical violations efficiently.

Transparency and accountability are crucial components of effective sports governance, promoting trust and reliability among stakeholders (Nafziger & Ross, 2020). Transparent decision-making processes in sports organizations enhance public confidence and credibility (Grix, 2016). Accountability measures are essential for guaranteeing the appropriate and ethical use of financial resources, supporting good governance practices, and combating corruption (Zhang et al., 2018). Assessing sports governance in Guizhou Province requires analyzing the openness of decision-making, finance management systems, and information dissemination to stakeholders.

Efficient financial management is crucial for the long-term sustainability and success of sports organizations (Humphreys et al., 2018). Financial openness and accountability mitigate financial risks and guarantee the longevity of sports programs (Andreff & Szymanski, 2019). Prudent financial planning is required to support athlete development programs, infrastructure expenses, and other crucial activities (Pielke, 2018). Evaluating financial

management practices, including as budgeting, resource allocation, and financial reporting, is essential for analyzing the overall success of sports governance in Guizhou Province.

Athlete welfare is a key topic in sports governance, highlighting the need of prioritizing the physical and mental well-being of athletes (Parent et al., 2020). Ensuring enough support and resources to safeguard athletes' health and safety is crucial for fostering equitable and moral competition (Bailey et al., 2017). Athlete welfare programs that include injury prevention, medical treatment, and job transition aid are essential for the overall growth and well-being of athletes (Nafziger & Ross, 2020). Evaluating athlete assistance, resources, and the enforcement of athlete welfare legislation is crucial for analyzing sports governance in Guizhou Province.

Stakeholder participation is essential for establishing inclusive and participatory sports governance (Hoye et al., 2020). Collaborative decision-making approaches that include input from many stakeholders improve openness, accountability, and legitimacy in sports organizations (Skinner et al., 2021). Involving stakeholders in decision-making and communication enhances their feeling of ownership and commitment, resulting in more effective governance results. Evaluating sports governance in Guizhou Province requires measuring stakeholder participation in decision-making processes and the effectiveness of communication and engagement approaches.

Specifically, China requires excellent sports administration because of its robust athletic culture and ambitious sports development objectives (Yuan et al., 2021). Challenges remain in the sports industry regarding governance structures, regulatory frameworks, and ethical considerations, notwithstanding notable advancements. Guizhou Province in southwest China offers a unique case for examining sports governance techniques at a regional level (Xiao et al., 2020). Guizhou has distinct problems and possibilities in sports governance due to its diverse sports environment and evolving socio-economic elements. Empirical study on sports governance in Guizhou Province is limited, with current literature mostly concentrating on national-level policies and initiatives (Zhang et al., 2018). Hence, there is a notable research need that requires a comprehensive examination of sports governance structures, practices, and concerns at the provincial level.

Studying institutional changes in sports governance in Guizhou Province is crucial for enhancing our comprehension of the region's sports ecosystem and fostering the sustainable development of sports. This study has the potential to inspire positive change, improve stakeholder involvement, and support inclusive and equitable sports development activities in Guizhou by addressing the particular difficulties and possibilities in sports governance. This research intends to provide significant insights and suggestions specific to Guizhou Province by conducting a thorough literature review and empirical analysis. The goal is to enlighten policy-making and assist evidence-based decision-making in sports governance.

## 2. Statement of the Problem

This study aims to assess the needed institutional innovations in sports governance in Guizhou Province. Specifically, this study will answer the following questions:

- What is the profile of the respondents in term of:
  - sex

stakeholder status

age

What is the assessment of the respondents of the sports governance structure in terms of:

- Policies and Regulations
- Ethics and Integrity
- Transparency and Accountability
- Financial Management
- Athlete Welfare
- Stakeholder Engagement

Is there a significant difference in the assessment of the respondents when they are grouped according to profile?

What challenges are stakeholders observing within the sports governance structure?

What specific innovations do stakeholders believe are necessary to improve the sports governance structure?

Based on the results of the study, what new pattern on sports governance in Guizhou Province can be designed?

## 3. Hypothesis

There is no significant difference in the assessment of the respondents when they are grouped according to profile.

## 4. Theoretical Framework



Fig 1. Institutional theory

This research is anchored in Institutional Theory. It's a fundamental idea in sociology and organizational studies that provides a thorough framework for comprehending the processes of institutional change and innovation in organizational settings. Institutional Theory, developed by scholars like John W. Meyer, Paul J. DiMaggio, and Walter W. Powell over many years, emphasizes the substantial impact of formal and informal institutions, such as laws, regulations, norms, and cultural practices, on organizational behavior and structures. The hypothesis emerged in the late 19th and early 20th centuries but gained recognition in the 1970s and 1980s when scholars aimed to clarify why companies in the same sector tend to become increasingly alike over time, a phenomenon referred to as institutional isomorphism.

In Guizhou Province's sports governance, Institutional Theory provides vital insights on how institutional changes are introduced, embraced, and established within the sports sector. Researchers may investigate the official laws, regulations, and norms governing sports organizations, together with the informal practices and cultural expectations that influence behavior, by studying the larger institutional framework. Understanding this concept is essential for elucidating why certain governance techniques are accepted

while others are met with resistance or doubt.

Institutional Theory offers a perspective for scholars to investigate the reasons for sports organizations in Guizhou adopting new governance procedures. Legitimacy, coercion, and imitation are important factors that influence organizational behavior and decision-making. Researchers may get a detailed knowledge of the elements that promote or hinder institutional change in the sports governance system by identifying them.

Institutional Theory assists scholars in recognizing chances to advance and maintain institutional innovations in sports governance. Researchers may design specific techniques to promote organizational adaptation and change by using insights from the theory, including external assistance, coalition-building, and incentive structures. This might include working with important stakeholders, advocating for legislation reforms, and implementing capacity-building programs to improve governance practices in the sports industry. Institutional Theory is a strong analytical framework for examining institutional improvements in sports governance from a Guizhou perspective. Researchers may enhance their comprehension of the institutional framework, elucidate behavior and decision-making patterns, and formulate practical suggestions to enhance sports governance practices in the area by using findings from this theory.

## 5. Research Paradigm



Fig 2. Research Paradigm

This research aims to thoroughly assess the necessary institutional reforms needed to improve sports governance in Guizhou Province. The study attempts to evaluate the current sports governance system and identify possibilities for change via addressing crucial concerns. The research aims to determine the demographic characteristics of the respondents, including sex, stakeholder status, and age, to provide a thorough picture of the participants in the assessment. An evaluation of the sports governance system is carried out on many aspects such as laws and regulations, ethics and integrity, transparency and accountability, financial management, athlete welfare, and stakeholder involvement. The study intends to provide insights into the strengths and limitations of the present governance structure by examining these factors.

The research aims to investigate any differences in the evaluation of sports governance according to demographic characteristics, revealing how various groups interpret the current system. The study tries to discover major variations in viewpoints via comparative analysis to provide specialized solutions for meeting varied stakeholder demands. Stakeholders' feedback on obstacles in the sports governance system is carefully analyzed to identify common concerns that impede successful governance procedures. Stakeholders' views on certain innovations needed to strengthen the sports governance framework are explained, providing practical

insights into prospective areas for change and enhancement.

The research is to provide a new sports governance structure for Guizhou Province, based on the results of a thorough examination and analysis. The study aims to provide a detailed and evidence-based framework for improving sports governance procedures by analyzing stakeholders' viewpoints, identifying main issues, and outlining required innovations. The suggested pattern aims to use the present system's strengths and rectify its shortcomings to promote a more open, responsible, and inclusive approach to sports governance in Guizhou Province. This study aims to enhance sports governance practices in Guizhou Province, benefitting athletes, stakeholders, and the greater athletic community via thorough and unified research.

## 6. Significance of the Study

This study's results may immediately help sports administrators and organizations in Guizhou Province by offering important insights into the strengths and flaws of the present governance system. Administrators may improve the efficacy, openness, and accountability of their governance systems by identifying areas for improvement and proposing specific improvements. This can result in improved results for athletes and stakeholders.

Athletes and coaches may gain advantages from enhanced sports governance procedures, leading to a more equitable and encouraging setting for training, competition, and athlete growth. Improved governance may result in more efficient resource distribution, enhanced athlete well-being, and more chances for involvement and progress in the sports sector.

Stakeholders, such as fans, sponsors, media, and local communities, who are interested in the success and honesty of sports in Guizhou, might gain advantages from a governance system that is more open and responsible. Enhanced governance in sports organizations may increase stakeholder involvement, support, and participation, leading to a more enjoyable athletic experience for everyone involved by building trust and confidence.

Policymakers and government officials in Guizhou Province may use the results of this research to guide their decision-making and policy development in the field of sports. Policymakers may enhance the sports governance framework and promote the growth of the sports sector by addressing the particular difficulties and demands indicated by stakeholders via targeted reforms.

Future academics in the subject of sports governance and management may gain valuable insights and approaches from this study. Future academics may enhance their comprehension of sports governance dynamics, explore new research opportunities, and contribute to improving governance practices in the sports sector by using the results and suggestions from this study.

## 7. Scope and Delimitation

This research aims to thoroughly evaluate institutional developments in sports governance in Guizhou Province using a mixed-method technique. The emphasis is on including sports stakeholders directly engaged in governance operations, such as administrators, athletes, coaches, sponsors, and media representatives. It intends to collect quantitative and qualitative data using questionnaires to acquire demographic information and evaluate stakeholders' views on the current sports governance system. Qualitative interviews

or focus group discussions will be done to further explore stakeholders' viewpoints, obstacles, and suggested innovations. The evaluation will cover different aspects of sports governance such as policies, ethics, transparency, financial management, athlete welfare, and stakeholder engagement to give a thorough assessment of the current framework's strengths and weaknesses. The study is focused on Guizhou Province and aims to provide specific insights on sports governance within the area.

The research recognizes its limitations, including restraints on sample size owing to logistical issues, which may impede the representation of various viewpoints within Guizhou's sports community. The results may not be fully generalizable beyond the province of Guizhou due to the distinctive features of its sports environment. Subjectivity is still an issue since stakeholders' views might be impacted by personal prejudices and experiences, even while attempts are made to reduce bias via thorough data gathering and analysis. Temporal restrictions limit the study's relevance to the governance environment at a certain period, perhaps ignoring later advancements. Language and cultural obstacles may hinder efficient communication with stakeholders from varied backgrounds, impacting the quality and depth of data. The research intends to give useful insights into institutional innovations in sports governance in Guizhou Province, providing practical suggestions to improve governance practices and promote positive change in the regional sports ecosystem, despite certain constraints.

## 8. Definition of Terms

Sports governance structure pertains to the organizational framework, policies, and procedures established to supervise and administer sports activities in Guizhou Province. The hierarchy of sports organizations includes national and local sports federations, governing bodies, leagues, clubs, and regulatory agencies. This framework outlines the roles and duties of stakeholders in decision-making, resource distribution, rule enforcement, and strategy planning in the sports ecosystem of Guizhou Province.

Policies and Regulations focus on the official rules, standards, and procedures set by sports governing organizations and regulatory authorities in Guizhou Province to regulate sports activity. This include regulations concerning athlete qualifications, competitive structures, anti-doping policies, ethical guidelines, disciplinary processes, and compliance with global standards and protocols. Policies and regulations are implemented via written papers, public pronouncements, and legal frameworks to guarantee fairness, safety, and integrity in sports.

Ethics and Integrity refer to the commitment to moral principles, values, and ethical standards of sports organizations, administrators, officials, players, and other involved parties. In this research, ethics and integrity are defined as the dedication to fair play, honesty, respect, sportsmanship, and ethical behavior in all areas of sports administration and competition in Guizhou Province. This involves implementing strategies to deter and handle problems like cheating, corruption, match-fixing, doping, and other unethical actions that compromise the integrity of sports.

Transparency and accountability in sports governance in Guizhou Province pertain to the openness, accessibility, and transparency of decision-making processes, financial transactions, and organizational activities within sports organizations and governing bodies. Transparency

operationally involves promptly revealing information, providing public access to archives and papers, and establishing clear communication routes with stakeholders. Sports organizations and officials are held accountable for their actions, choices, and resource management via accountability procedures to ensure compliance with ethical standards, rules, and organizational goals.

Financial Management in sports governance involves the strategic planning, budgeting, distribution, and supervision of financial assets within sports organizations and governing bodies in Guizhou Province. Financial management operationally include implementing robust accounting methods, adhering to financial reporting requirements, and establishing internal controls to guarantee the efficient use of cash. This involves activities about income production, sponsoring agreements, monitoring expenditures, conducting audits, and adhering to legal regulations.

Athlete welfare encompasses the whole well-being, rights, and interests of athletes involved in sporting activities in Guizhou Province. Athlete welfare include actions taken to preserve athletes' physical, mental, and emotional well-being, assure fair treatment, provide training and support services, and secure athletes' rights and interests in contracts, remuneration, and career advancement. This include efforts to advocate for safety, injury prevention, non-discrimination, and equitable treatment of athletes at every competitive level.

Stakeholder Engagement in sports governance entails the active involvement, participation, and cooperation of people, organizations, and communities having a vested interest in sports activities in Guizhou Province. Stakeholder engagement operationally include techniques to gather information, comments, and contributions from stakeholders, promote discourse, establish collaborations, and engage stakeholders in decision-making, planning, and implementing projects. This involves interacting with players, coaches, administrators, fans, sponsors, government agencies, media, and local communities to promote inclusion, openness, and accountability in sports governance.

## 9. Conclusion

### 1. Guizhou Sports Governance and Operation System Innovation

"Innovative social governance" was included in the report of the 19th National Congress of the Communist Party of China as one of the core issues of our reform. It is mentioned that the development goal of my country's social governance is to "build a social governance pattern of co-construction and sharing [Creating a social governance pattern of sharing, co-construction] [EB/OL]. [https://news.gmw.cn/2017-10/23/content\\_26573619 .htm.](https://news.gmw.cn/2017-10/23/content_26573619.htm)]. Improving the efficiency of sports supply and improving the quality of sports supply have important guiding significance. From the perspective of the reform needs of the social governance system, there are many problems in Guizhou's sports governance system, such as performance appraisal, process supervision and reform and innovation. question. Therefore, based on the new pattern of sports governance in Guizhou and the social governance system reform as the background, we comprehensively sort out the context of Guizhou sports governance reform and explore the latest reform path of state sports governance, which has important theoretical and theoretical implications for the development of Guizhou sports governance. practical significance.

1.1 Create a new sports governance pattern of "co-

construction, sharing and governance"

The report of the 19th National Congress of the Communist Party of China put forward new requirements for social governance, the core of which is "building a social governance pattern of joint construction, joint governance and shared benefits". The same goes for sports management. The reform of the sports management system has been proposed for more than 40 years, but it has not achieved obvious results in Guizhou and many provinces. The main reason is that the transformation of government functions is not enough. In specific sports practice, the government has not provided follow-up services. Most competitive sports are provided by the government, and the input-output benefits do not match.

1.2 Build a sports governance system that combines the rule of law and the rule of morality

The legal system is the basic guarantee for sports governance reform. The modernization reform of sports governance requires diverse subjects to participate in the entire process of sports governance. It also needs to link the rule of law, the rule of morality and autonomy, so as to make the sports governance order more standardized and ensure efficient sports governance effects. As a symbol of democratic society, the rule of law is the basis for dialogue and consultation. (2) Moral governance plays an important role in promoting the reform of sports governance. As far as sports governance is concerned, moral governance is the focus of specific reforms. Therefore, it is necessary to improve the understanding of moral governance and maximize the leading and "backing" role of moral governance in sports governance.

1.3 Innovate sports governance methods and methods to stimulate vitality and improve efficiency

The informatization level of various industries continues to improve with the continuous development of the Internet and information technology. When providing services, in order to solve the problems of current sports service supply that are difficult to quantify, record, supervise and analyze, the latest NB-IoT technology, ICT technology and cloud computing technology can be combined. Thus, sports governance can generally meet the openness and rapid response requirements of modern governance systems.

1.4 Innovate collaboration models, form multiple synergies, and improve sports governance "capabilities"

At present, for Guizhou's sports governance reform, the focus is on the transformation of the government's role, that is, from managers to "commanders." At the same time, during the transformation, the government must also promote the coordinated development of market forces and social forces to further utilize The reform of sports governance in our province has transformed from a necessary state to a realistic state. At present, the work we need to do is mainly in the following three aspects. (1) The government and the market should cooperate reasonably to gradually realize the marketization of sports governance in our province. (2) In order to realize the "supportive" socialization of sports governance in our province as soon as possible, the government should jointly make innovations and breakthroughs with sports social organizations. (3) The government should also have positive interactions with the public to achieve the "civilianization" of provincial sports governance.

1.5 Standardize the system, ensure implementation effects, and optimize the "guarantee" of sports governance

Establish a sports investment guarantee system. The fundamental goal of my country's sports development is to

meet the people's growing material and cultural needs and improve the people's quality of life. We should consider the actual level of socio-economic development in our province. Establish a performance appraisal system and accountability system under the rule of law framework as soon as possible. In the process of traditional sports management, the core part is procedural rules and process control. This is the main reason why sports management agencies and relevant personnel pay too much attention to superior orders and obeying rules, but ignore the responsibility to the service objects. To solve this problem, a sound sports accountability system must be established. Further establish an encouragement and recognition system. Through the support of policies, taxation, capital and finance, it will provide certain guarantees for market entities, social entities and the public to participate in sports governance, and create an excellent social environment for the public to participate in sports governance.

2. Innovation in Guizhou Sports Governance Benefit Distribution System

2.1 Clarify the property rights system

A clear property rights system is not only conducive to reducing transaction costs and balancing profit distribution, but is also conducive to ensuring the healthy operation of the league. Therefore, clarifying and establishing a reasonable property rights system is of great significance to the operation of the sports economy. Based on this, establishing appropriate distribution of interests, a modern property rights system with clear rights and responsibilities and reasonable supervision is imperative. In terms of specific countermeasures, we can standardize the main structure of property rights, cancel the direct management of clubs by sports associations in terms of management, and allow clubs to form their own professional sports leagues from the bottom up, with the leagues directly managing each club. At the same time, the league's ownership, management rights, residual value claim rights and income rights should be handed over to professional sports leagues, allowing the leagues to be responsible for the operation and development of the league market. Ultimately, the property rights structure becomes more reasonable and the relationship between stakeholders can be further coordinated.

2.2 Improve the benefit distribution system

Uneven distribution of benefits is an important reason for the "imbalance" of stakeholders. To improve the distribution system, we must first improve the coordination system for income conflicts. Secondly, we can learn from relevant foreign experience. In terms of income distribution, we can determine the distribution principle according to the risk and investment amount borne by the stakeholders, and set appropriate interest ratios among various stakeholders to prevent excessive and unequal interest distribution. occurrence of phenomena. Finally, there is the issue of the decentralization of interest distribution power. The relevant interest protection system can be improved by redefining and dividing interest distribution rights, and redistributing interests in a "government-promoted, market-led" model. In this process, the government, as a neutral party, maintains fairness and justice, protects the rights and interests of vulnerable groups, coordinates the interest relationships and behaviors among stakeholders, and ultimately makes the method and results of profit distribution consistent with the wishes of the majority of stakeholders.

2.3 Establish a "dual-track" benefit distribution system for characteristic sports industries and innovate multiple benefit

distribution methods

Modern society infers that scientific and reasonable distribution of benefits can stimulate and promote the development of industries, and vice versa. Comprehensive consideration of the "dual-track" system of harmonious social sports interests at the government level, as well as the distribution of interests among stakeholders in sports characteristic industries, is an important starting point for the construction of a benefit distribution system for the construction of Guizhou's sports characteristic industries. First of all, at the level of social sports benefit distribution, based on the major opportunity of deepening the reform of the current political system and economic system, we can gradually realize the coordinated supply of urban and rural sports development to continuously strengthen the compensation of sports benefits to poor areas and realize the construction of sports characteristic industries between urban and rural areas. , equal interests between regions. Secondly, the distribution of interests among stakeholders in the sports characteristic industry can adopt diversified interest distribution. The interests of local residents are more reflected in production, life and ecology. The government needs to proceed from reality and work together with enterprises and society to create a characteristic sports industry that is "suitable for business and livability", embody the "people-oriented" humanistic sentiment, and create a characteristic industry.

2.4. Gradually improve the sports interest expression system, strengthen the compensation capabilities of multiple subjects, and establish a sports interest compensation system

Due to the long-term constraints of the political and economic system in the planned economy era, the sports development in our province has shown serious imbalances, mainly manifested in the differences in the development of competitive sports and mass sports, the differences in urban and rural sports development, the differences in provincial sports development, and the differences in social class difference. After reform and development, our province's social economy has developed rapidly. The main contradiction in social development at present is "the contradiction between the people's growing material and cultural needs and unbalanced and inadequate development. Therefore, in the process of building characteristic sports industries in our province, how to understand and master" The interest demands of "vulnerable groups" will ultimately be redistributed in the form of interest compensation and reduce the development gap of various sports. This is not only the intrinsic meaning of the "people-oriented" construction concept of sports characteristic industries, but also the inherent significance of the sports industry and sports undertakings. basic requirements for harmonious development.

### 3. Guizhou Sports Governance Reward System Innovation

Based on the above analysis, the two major obstacles to the gaming dilemma of sports enterprises and the imbalance of the reward system caused by the administrative reward model of the sports industry are: the limitation of sports resources and the monopoly of gaming rights in the sports market. Therefore, in order to get out of the plight of the regret game, we must actively reform and explore these two obstacles.

It is necessary to improve the main structure of the sports administrative reward system. And appropriately delegate power to the market to avoid the rent-seeking phenomenon of power monopoly. Classification and grading should be done

when awarding sportsmanship. The current sports system reform must comply with the basic requirements of our country's system reform. The methods for innovating the reform of our province's sports administrative incentive system are as follows.

First of all, the sports administrative department must effectively intervene in the development of the sports industry and sports undertakings, innovate the sports administrative reward system, and mobilize the role of the sports market system; secondly, set up a reasonable and standardized sports industry and mass sports indicator system, Develop a more reasonable and applicable sports administrative reward system. In terms of rewards, we should implement the principle of "heavy responsibility and high profits", reform underdeveloped industries, and give full play to the advantages of government departments, thereby promoting the rapid development of the sports service industry in a short period of time and driving the development of related industries. In addition, the sports reform mainly adopts a progressive reform approach, and there is a disharmony between sports undertakings and the sports industry. "Power demonstration sports" and "wealth sports" can promote each other. However, unnecessary conflicts are likely to be caused during the reform process, and the initial implementation results are not ideal. Therefore, the current sports system reform still requires the active participation and cooperation of the sports administrative departments, and its core must start from the innovation of the sports administrative reward system and gradually reform the sports system.

In short, in the past few decades, the provincial sports administrative reward system has made outstanding contributions to the competitive sports industry in our province. The outstanding athletes inspired by it have won numerous honors in international competitions, sowing the seeds for a new round of great development in sports. However, in recent years, in the development process of the sports industry, we have faced various embarrassing situations. The unbalanced development of competitive sports and the auxiliary status of the sports industry have forced us to study its future outlet and the direction of reform. At present, the problems and phenomena that exist between the sports industry in Guizhou Province and the competitive sports, school sports and mass sports within the sports industry are the unbalanced development. The fundamental reason for this imbalance is the imperfect and unfair sports administrative reward system. In addition, most of the sports resources in our province are controlled by sports administrative departments and sports institutions. At the same time, the reform of my country's sports system can only take the path of gradual reform. Therefore, adjusting and innovating the sports administrative incentive system is the key for our province to adjust the overall sports layout structure and build a "strong sports province". Therefore, the key to innovation in the sports administrative reward system is to adjust the proportion of competitive sports, school sports, mass sports and sports industry in the sports administrative reward system. At the same time, the key to the implementation of the sports administrative reward system is to establish a quantitative accounting index system for mass sports, school sports and the sports industry.

### 4. Guizhou Sports Governance Guarantee System Innovation

The so-called security system is a system that provides spiritual and material conditions for management activities. It

is a concept divided according to functions.

#### 4.1. Improve factor utilization efficiency and optimize factor input structure

If we want to promote the sustainable and high-quality development of the sports industry, it is obviously not enough to rely solely on the ancient development model of labor, natural resources and other raw production factors to provide demand. Therefore, it is necessary to promote the utilization efficiency of various elements of the sports industry and increase its output value. (1) According to the detailed requirements of the sports industry chain, the synergy rate of the sports industry chain and human capital must be improved. (2) Improve the matching between the sports industry chain and the modern financial service system, and make full use of technologies such as blockchain, Internet of Things, artificial intelligence, and 5G to establish a platform to serve the sports industry and optimize the financing system for small, medium and micro sports enterprises. (3) Cultivate a group of core sports enterprises with leading roles, highlight the social capital efficiency and network embedding effect of enterprises, and further improve the factor utilization efficiency of the sports industry chain.

#### 4.2. Optimize policy guarantees and promote industrial chain modernization-oriented policies

At present, what our province's sports industry policy faces is the lack of strategic issues facing the modernization of the sports industry chain. Therefore, in order to adapt to the modern development of the sports industry chain, it is necessary to maximize the effectiveness of policy tools and increase the speed of formulating targeted industrial policies. (1) Establish an innovation policy for the sports industry chain and try to give full play to the leading role of central enterprises. (2) Use policy tools to improve the efficiency of the sports industry chain.

#### 4.3. Establish a scientific and complete multiple supervision system to achieve effective supervision of governments, enterprises and sports social organizations.

The maintenance of the cooperative relationship between the government, enterprises and sports social organizations, as well as the effect of their collaborative supply of public sports services, depends to a large extent on whether their supply behavior is scientifically and effectively supervised. Currently, cities such as Hangzhou and Shenzhen are at the forefront of the times in effectively strengthening the supervision of the functions, behaviors and supply effects of public sports service providers. Strengthen supervision of the government's purchase of public sports services through local regulations. Guizhou can definitely learn from this. There are three main models of my country's current public sports service supervision system. There are certain problems in these three supervision models, such as a single supervision subject, insufficient supervision capabilities, the absence of supervision objects, and the lack of a scientific and complete supervision system. Therefore, a sound multiple supervision system should be established so that the behavior of public sports service providers can be effectively and effectively supervised.

First, a supervision system that combines external supervision with internal supervision should be established. The focus of internal supervision requires that the government should improve the self-supervision of functional departments, including the establishment of purchase projects by government management departments and financial departments, determination of purchase methods, assessment

of the qualifications of undertaking entities, and the use of funds, so as to form a normalized and responsive type of government supervision system. For sports social organizations and enterprises, they should strengthen their self-supervision by establishing sound rules and regulations, cultivating outstanding management talents, and formulating production standards that comply with contracts. External supervision emphasizes the horizontal mutual supervision of governments, enterprises and sports social organizations as independent supervision subjects, and emphasizes the public supervision of the behavior and supply effects of supply subjects from the perspective of demanders, so as to ensure the balance between internal supervision and external supervision. Effective combination.

Secondly, establish a strict accountability system. Supervision is only the first step in discovering problems. Solving problems is the result pursued by the management control system. A strict accountability system is the key to ensuring problem solving. Regardless of whether they are government workers or managers of social organizations, any matter that violates laws, regulations or contract provisions should be strictly handled and held accountable. The results of the handling should be registered and filed, and related to the annual assessment, thereby promoting the government, enterprises and The three parties of sports social organizations have developed well in the operation of public sports services. Finally, the government, enterprises and sports social organizations should strengthen the informatization construction of public sports services, establish an evaluation platform for public sports service projects, and transmit relevant information about public sports services to the public through the evaluation platform, thereby achieving combined online and offline supervision. system.

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