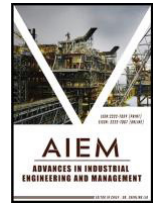


ZIBELINE INTERNATIONAL™  
P U B L I S H I N G

ISSN: 2222-7059 (Print)

EISSN: 2222-7067 (Online)

# Advances in Industrial Engineering and Management (AIEM)

DOI: <http://doi.org/10.7508/aiem.02.2022.12.14>

## REVIEW ARTICLE

# A STUDY OF LITERATURE REVIEW OF SPORTS INDUSTRY MANAGEMENT SYSTEM IN CHINA

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## ARTICLE DETAILS

### Article History:

Received 24 October 2022

Accepted 19 December 2022

Available online 29 December 2022

## ABSTRACT

After the Third Plenary Session of the Eleventh Central Committee of the Communist Party of China, along with the pace of China's reform and opening up and the advancement of economic, political and other institutional reforms, China's sports industry has gradually sprouted and developed along with the development and changes of sports. Over the past 40 years of reform and opening up, China's sports industry has experienced a process from scratch, from insignificance to gradual development and growth. During this process, the framework and system of China's sports industry have basically taken shape, and the sports industry market has initially taken shape. This paper makes a historical periodization of the reform of China's sports industry management system, and sorts out the status and relationship between China's sports industry and sports industry management system in each historical development stage.

## KEYWORDS

Sports of China, Sports Industry, Management System, Historical Process

## 1. INTRODUCTION

The records of China's sports activities enterprise control device are inseparable from the records of the improvement of the sports activities enterprise and the records of modifications in China's financial and political systems. This look at is primarily based totally at the fashion that the sports enterprises activities grown from scratch and steadily developed, the historic fashion of China's financial device reform, and the fundamental sports activities occasions which have had an essential effect at the improvement of the sports activities enterprise in the course of this historic period. Preceding pupils at the reform of China's sports activities control device, the historic levels of China's sports activities reform, and the historic levels of the improvement of China's sports activities enterprise as the premise for the historic levels of China's sports activities enterprise as the premise for the historic levels of China's sports activities control search, Xue Xiaojian divided China's sports activities enterprise control device into 4 historic periods: The Initial Period (1978-1992), The Growth Period (1993-1997), The Reform Period (1998-2012) and the Mature Period (2012-present).

## 2. LITERATURE REVIEW

### 2.1 The Initial Period (1978-1992)

In 1978, with the convening of the Third Plenary Session of the Eleventh Central Committee of the Party, China ended the gray stage of class struggle since the "Cultural Revolution" and began a new historical development period with economic construction as the main task, Chinese sports has entered a new period of historical development.

From 1978 to 1992, China's economy, politics, culture, sports and other undertakings were all in an exploratory stage. During this period, China carried out the exploration of a planned commodity economy, and the sports industry began to sprout. During this period, China's sports management system was generally a "national system". The former National Sports Commission conducted overall management of China's sports undertakings, and the former local sports commissions at all levels managed sports undertakings in each region separately. The reference to the sports industry is only partially recognized at this stage, and the sports industry exists in some business activities related to sports.

In general form, the management of the sports industry at this stage mainly relies on the coordination of the former National Sports Commission and local sports commissions, as well as relevant departments such as industry and commerce, and taxation. A professional industry association with sports industry management functions has not yet been established, and the operation mechanism

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Website  
[www.aiem.com.my](http://www.aiem.com.my)DOI:  
[10.7508/aiem.02.2022.12.14](https://doi.org/10.7508/aiem.02.2022.12.14)

of the sports industry has not yet been established. In terms of the establishment of sports industry management institutions: the former National Sports Commission and local sports commissions did not clearly set up special sports industry management institutions, but some institutions or departments also have management authority over some sports economic activities; The general management of sports industry organizations by civil affairs departments, taxation departments, industry and commerce departments, labor and social security departments, public security departments, and statistics departments with sports industry management functions is also basically vague (Sun and Qin, 1995).

This is because some enterprises and business activities managed by these departments have initially taken on the characteristics of sports industry enterprises or economic activities, and a standardized sports industry association has not yet been established. Therefore, some sports industry management enterprises have dispersed the sports industry or called sports business activities. management functions. In terms of authority division: Both the management of the sports market and the development of sports business activities are under the unified leadership of the former State Sports Commission, and the relevant departments have vague authority in a small range, and the society lacks a correct understanding of the sports industry. In terms of operating mechanism: the leadership mechanism of the former National Sports Commission is the main one, and it mainly implements planned sports commodity operation management. During this period, the main energy of China's sports industry was mainly concentrated on competitive sports, and the sprouting and development goals of the sports industry were only based on the development of competitive sports in order to solve the problem of sports—Especially the problem of insufficient funds for the development of competitive sports.

## 2.2 The Growth Period (1993-1997)

At this stage, China's sports activities enterprise control device progressively perfected and taken into play its functions, laying the muse for the mechanism of China's sports activities enterprise control. In phrases of institutional setting, the authorities control device and social control device of China's sports activities enterprise control have taken shape. In the government management system, the former National Sports Commission and local sports commissions at all levels set up special agencies to manage and supervise the sports industry; Set up the Planning and Finance Department to be responsible for comprehensively compiling the medium and long-term development plan and comprehensive statistics of the national sports industry; Formulate the development plan for the construction of national sports venues and facilities; formulate sports facility standards; formulate infrastructure plans for directly affiliated units and subsidize localities; Responsible for the management of the Sports Commission and the supervision and guidance of the financial work of the units directly under it; Manage the state-owned assets of the directly affiliated units and the financial and material guarantee work for large-scale domestic and foreign sports competitions hosted by the State Sports Commission; Macro management of national sports plans, statistics, finance, venues, and equipment; Formulate regulations and policies on sports activities economy, enterprise sports and sports activities marketplace control together with sports activities health and entertainment, opposition performances, education services, technical information, etc., manual and coordinate numerous enterprise sports of without delay affiliated units; centralized control of sports activities finances and numerous fundraising (Yu, 2001).

In addition, the Chinese Olympic Committee and the All-China Sports Federation additionally carry out their control and supervision capabilities within side the route of the sports activities enterprise; different country departments behavior well-known control. At this degree, the maximum apparent function is the established order of diverse sports activities institutions, non-governmental sports activities enterprise institutions have additionally begun to operate, and the China Sporting Goods Federation has stepped onto the historic degree of sports activities enterprise improvement. In phrases of department of authority, authorities control continues to be the mainstay, however right now the authorities have begun to recognize the significance of permitting the society to take part within side the control of the sports

activities enterprise, however the pace of decentralization could be very slow, and the scope of decentralization. The scope isn't always large, the authorities control machine holds maximum of the rights of sports activities enterprise control, and the social machine sports activities enterprise control rights and duties are very limited. In phrases of working mechanism, China's sports activities enterprise control machine continues to be the management mechanism of the National Sports Commission. During this period, the authorities issued many guidelines which can be conducive to the improvement of the sports activities marketplace and the promoting of sports activities industrialization, and the development of the sports activities felony machine changed into additionally carried out.

## 2.3 The Reform Period (1998-2012)

During this era, China's sports activities enterprise control machine has been perfected amid requires reform, steadily transitioning from authorities-controlled to authorities-society-controlled, and the authority of the social machine has steadily increased. The traits of the sports activities enterprise control machine in this era are more or less similar to the ones within side the preceding period.

In March 1998, the First Session of the Ninth National People's Congress of the Communist Party of China exceeded the State Council's institutional reform plan, converting the State Sports Commission into the State Sports General Administration, and opened a brand-new bankruptcy in China's sports activities control. China's sports activities enterprise control establishments are specifically the State Sports General Administration and the All-China Sports Federation, supplemented with the aid of using the social control machine and the authorities control machine. The control machine of China's sports activities enterprise has been steadily improved, and the velocity and tempo of the authorities' decentralization of control authority to the society and firms have steadily accelerated. However, the control machine of the sports activities enterprise at this level nonetheless has top notch flaws. The separation of presidency and enterprise, control and operation remains a trouble that China's sports activities control machine reform desires to paintings tough to solve (Wang et al., 2004).

After 1998, in particular after 2000, China's financial system evolved rapidly, and the socialist marketplace monetary machine with Chinese traits became steadily improved (Qiu, 2006). At the start of the twenty first century, China joined the World Trade Organization and steadily found out its integration with the world (Bao, 2006). In addition, China's reforms within side the political and cultural fields have made fundamental breakthroughs, and China's sports activities have additionally been significantly evolved and improved. From 2000 to 2012, within side the 4 consecutive Olympic Games, the Chinese Olympic delegation has executed the pinnacle 3 results. China's sports activities enterprise has begun to acquire increasingly attention, its fame in China's sports activities and China's country wide financial system has steadily improved, and it has steadily grow to be a brand-new pillar of China's country wide financial system.

At this stage, the reform of China's sports activities enterprise control machine has promoted the improvement of China's sports activities enterprise, which has steadily grow to be a brand-new boom factor of China's financial system. During this period, global famous sports activities logo corporations together with Li Ning and Anta emerged, and China steadily have become the world's biggest exporter of sports activities clothing, footwear and hats and a main producer of sports activities goods; The sports activities enterprise control branch commenced to formulate legal guidelines and guidelines for the improvement of the sports activities enterprise; the control machine of China's sports activities enterprise has passed through fundamental changes, and applicable departments have made powerful tries in phrases of institutional setup and department of authority to resolve the phenomenon of the separation of presidency and corporations (Lu and Zhang, 2011).

## 2.4 The Mature Period (2012-Present)

At this stage, China's sports industry management system continues to carry out reform and exploration on the basis of summarizing the

experience and lessons of the previous stages, and China's sports industry management system is gradually transitioning to a community-based management system. In terms of institutional setup, it's far nonetheless divided into aspects: the authorities control machine and the social control machine. Government capabilities are regularly growing in the direction of the route of public services, and the primary control is managed through the social machine.

After 2012, in accordance with the guidance of the Third Plenary Session of the 18th Central Committee, on the basis of continuing to implement the "Guiding Opinions on Accelerating the Development of the Sports Industry", the reform of the development of the sports industry has been intensified and deepened. In 2014, the National Sports Bureau Director's Work Conference proposed: "To properly handle the relationship between the government and the market, we must not only ensure the development of basic public sports services and public welfare sports, but also give full play to the role of the market mechanism to promote the development of the sports industry. Focus on solving the problem of the sports market system. Imperfect and unsuitable policies and other issues. Strengthen the macro guidance and basic system construction of the sports industry, strive to improve the level of sports services, promote industrial development with services, and enrich services with industrial development."

In 2021, with a purpose to coordinate and sell the improvement of diverse sports activities undertakings throughout the "14th Five-Year Plan" period, and boost up the development of sports activities as a landmark purpose of the exquisite rejuvenation of the Chinese nation, according with the deployment of the Fifth Plenary Session of the Nineteenth Central Committee of the Party and the "National Economy and Development of the People's Republic of China The 14th Five-Year Plan for Social Development and the Outline of Long-time period Goals in 2035 and the Outline for Building a Powerful Sports Country have formulated applicable plans primarily based totally at the real situations of China's sports activities improvement.

China has begun to accelerate the construction of its own brand sports event system, creating 100 sports competition performance brands with independent intellectual property rights. Support the introduction and cultivation of 100 high-profile international sports competitions. Focus on cultivating 10 famous sports events cities with great influence. China vigorously promotes the construction of professional league management institutions for football, basketball, tennis, ice hockey and other sports with a high degree of marketization, and creates a number of professional leagues with complete systems and world influence. Improve game service management, standardize game security services, encourage localities to establish a collaborative linkage working mechanism consisting of event risk assessment, plan review, epidemic prevention training, emergency response, territorial supervision, etc., to promote the integrated development of online and offline events. Establish a national community sports activity management service system, which refers to the integration of national public fitness facilities layout, scientific fitness knowledge, social sports instructors, etc. The information service platform for the sports meeting. During the "14th Five-Year Plan" period, the State Sports General Administration plans to implement the "National Fitness Plan (2021-2025)" to coordinate and promote the construction of a national community sports management

service system and a national fitness information service platform.

### 3. CONCLUSION

Throughout the records of China's sports activities enterprise control device reform, researchers have discovered that: Over the beyond forty years of reform, China's sports activities enterprise control device has passed through sluggish reforms, from a government-primarily based totally control device to an association-primarily based totally control device. within side the important control device. However, within side the manner of exploration, because of the impact of ancient inertia and stereotyped thinking, the control device of China's sports activities enterprise has now no longer basically changed. The reform of the control device of China's sports activities enterprise is a avenue of improvement that also limits the control authority to the society.

The reform of the control device of China's sports activities enterprise is intending slowly alongside the tempo of the improvement of China's sports activities enterprise and the reform of China's sports activities enterprise. Generally, there may be a excessive diploma of dependence at the unique device. The reform of the control device of China's sports activities enterprise has an extended manner to go. It desires theoretical help and contributions from the theoretical circles, and the sports activities enterprise control departments want to expose the spirit of breaking the boat. China's sports activities enterprise control device has made achievements within side the ancient manner of its reform, which cannot be denied; however, it's miles greater essential to discover its shortcomings and lessons, cognizance on breaking thru those difficulties, find out issues and resolve them, as a way to correctly sell the prosperity of China's sports activities enterprise Development and development of

China's sports activities enterprise control device.

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