

Study on Ways to Develop Sports for Staffs of China Xinjian Group

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Abstract—Research methods as literature method and expert interviews are adopted to analyze the plight of the staff sports of China Xinjian Group under the background of the new urbanization construction, and they try to explore main ways for the sport development of the Group. First, constructing a ternary structure for the staff sports management system; Second, focusing on four projects for the employees; Third, shaping the Group culture through staff sports culture brands.

Keywords—New urbanization; staff sports; development way

I. INTRODUCTION

Located in Xinjiang Uygur Autonomous Region, China Xinjian Group, organized for development of frontier regions and border defense, is a special social organization integrating “the Party, politics, army, enterprise, police and farmer”, a provincial unit listed separately, and it has its own administrative structure and judicial power, subject to the dual leadership of the Chinese central government and the Xinjiang Uygur Autonomous Region.[1] On Sep 2, 2014, Prime Minister Li Keqiang convened and presided over the executive meetings of the State Council: Deploy and accelerate the development of sport industry, promote sport consumption and advocate public fitness. Clearly, the purpose of the meetings is to enhance people's health, expand employment channels, improve service quality, stimulate consumption and form industrial chains with rich contents. Soon in Oct 20, Xinhua News Agency, Beijing Report: the “Several Opinions of the State Council of the People's Republic of China, on Accelerating the Development of Sport Industry and Promoting the Sport Consumption” issued by the State Council pointed out: it has been an inevitable requirement for the development of sports-based undertaking and industry so as to improve the physical quality and health level of the Chinese nation, which do good to meet the diverse demands of the people, safeguard and improve the people's livelihood; help to meet domestic demands, increase employment and cultivate new economic growth points, and contribute to carry forward the national spirit and enhance national cohesion and cultural competitiveness. In view of the above national policies and the new urbanization construction, going with the advancement of new urbanization, rural township enterprises have made a rapid progress, which achieves the transfer of a large number of surplus labors and the coordination of industrial structures, and creates material wealth, narrowing the urban-rural gap.

Obviously, the health status and development of fitness activities of staffs have become an important parameter and leverage to measure the quality of the health of the people, the development of staff sports is concerned about national layout and much related to the health of the people in the future. [2] China Xinjian Group has a population of about 2.7 million, accounting for 12% of the population in Xinjiang. It has built more than 420 small town communities, centering on the small towns to extending to villages nearby, the construction of small town communities is accelerating, the small towns have not only functions of regional economy and social development, but also characteristics as regional development, border defense, one corps for one town and urban-rural integration. Obviously, to develop staff sports for China Xinjian Group has been an important content to build a harmonious society and achieve the harmonious development of sports. And it is necessary to explore ways to develop staff sports according to the status quo of staff sports, economic structure pattern, characteristics of staff groups as well as the administrative mode, which has a practical significance to effectively promote the development of staff sports in the country.

II. ANALYSIS ON THE PLIGHT OF STAFF SPORTS DEVELOPMENT OF THE GROUP UNDER THE BACKGROUND OF NEW URBANIZATION

A. Centralized Administration Mechanism

According to the sports data of Xinjian Group stated in the 2012 China Statistical Yearbook, sports activities: the sport bureau of China Xinjian Group organized sport activities, contents and sport instructors training in some cities and towns. Infrastructure construction: 50 projects of urban outdoor roads, 32 fitness projects in villages and towns, 40 projects for farmer fitness, 20 youth clubs, 1 sports camp outdoors, 2 snow carbon projects, 6 places for the aged activities. Training of sports talents: 1 school established for traditional project, 1 ice project, 1 base for talent reserves. Obviously, the Sports Bureau has invested a lot of manpower, material and financial resources. However, under the centralized administration of sports, the host-administration mode has caused over-reliance of the sport undertaking on government finance, as a result, the functions of social organizations exist in name only, the development is in the lack of vitality, manpower, finance and materials are wasted seriously, the urban-rural sport

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development is unbalanced, and irrational review and approval systems have blocked the sports events, the development of sports undertaking in the Group is unable to meet the development of socialist market economy and the demand for staffs for fitness and recreation.

B. Complex Positions of Staff Groups

China Xinjian Group implements the organizational system of headquarters, cities listed separately and towns, currently there are 14 cities listed separately (divisions) in total and about 174 small towns. According to the annual yearbook of the Group in 2010, the economic aggregate of three cities listed separately including Shihezi, Tumushuker and Wujiaqu accounted for 50.65% of the Group, ranking the top three, of which, the economic aggregate of Tumushuk with the highest income per capita was 2.8 times that of Kunyu with the lowest income per capita, and the gap reached 1.8 times. Obviously the development of the cities was unbalanced, and a big gap existed. The industries and compositions of staffs in China Xinjian Group are complex and diverse, most are farmers and herdsmen, a few are enterprise employees, cadres working in governmental organs and institutions, retirees and so on. In the face of such complex positions staff groups, it is truly necessary to consider all problems concerned so as to develop staff sports and meet the needs of the people.

C. Staff Sports Close to Collapse under the Market Economy Mechanism

According to the data of 2013 Yearbook of the Group, the proportion of three industries of China Xinjian Group was given as follows: primary industry: 36.2%, second industry: 34.0%, third industry: 29.8%, the process of agricultural products was low, the industrial aggregate was small, the development of service industry development gradually accelerated, the investment channels were diverse, the development of non-public economy was adequate, the economic development was rapid, and the proportion of the poor was narrowed gradually. Under the background of new urbanization, on the one hand, during the transmission of economic structure from planning economy to market economy, the economic structure in the Group become increasingly diversified and complicated. In addition to the state-owned economy, there are also other economies such as individual, private, non-governmental and joint ventures, whose nature of profit-making nature makes it difficult to care for other benefits except for profits, and most are indifferent to staff sports in the economy. [3] On the other hand, during the construction of new urbanization, the demand for sports health services to replace traditional demand for materials has become a trend of upgrading the consumption demand, and the sports services and consumption demand which gradually replace the survival-based consumption demand have been mainstreams for demands of urban and rural staffs. However, the development of the market sports and health service industry is lagging behind. In terms of sports type, sports service level, sports industrial structure and sports and fitness clubs, all are unable to well meet the demands of the fitness of staffs, this situation is another reason leading to the lagging of the staff sports of the Group.

D. Poor Sport Culture in Staffs after China's Opening-up and Reform

During the construction of new urbanization, the sport construction is accompanied with the transformation of systems and the society, and the transfer of social functions occurs due to the structural adjustment. Going with the progress of science and technology, and changes of production and lifestyle of the people, the staffs of the Group have a sudden increase in spare time and demand for spiritual products, making the physical strength and adaptability of the life decline rapidly. As a result, the demands for material production are promoted to change from physical fitness to a pursuit of healthy life. However, in the past 30 years of reform and opening up, the Group mainly is centered on the economic construction and promoting the development of production. The lacks of sports culture in the field of staff sports for decades, including formation of sports habits, spread of sports culture, weakening of sport events, have seriously hindered the demand of staffs for healthy bodies and the pursuits of sport culture spirits.

III. EXPLORATION ON WAYS FOR SPORTS DEVELOPMENT OF THE GROUP UNDER THE BACKGROUND OF NEW URBANIZATION

A. Build A Three-dimensional Structure for Sport Administration of the Group

1) *Promote the modernization of government governance systems and governance capacity*: First of all, innovate institutional mechanisms, focus on institutional corruption, combine anti-corruption and privileges inhabitation, and combine the right restriction and social supervision, so as to effectively inhibit the institutional corruption. [4] Second, simplify administration and expand decision-making power, cancel the examination and approval systems of commercial and mass sports activities, promote the reform of staff sports, and innovate the gym operating mechanism; Third, accelerate the construction of laws and regulations related to sports. Only with laws established, can the staff sports develop in order, and protect rights of staff sports and guarantee the safety during the staff sports. Finally, the Sports Bureau of the Group should optimize the allocation of government financial allocations, and increase the market supply with a certain costs provided, building a number of sports and fitness facilities, expand leisure projects enrich sport events and so on so as to intensify and sport undertaking.

2) *Enhance the vitality of sport market and innovate market governance systems*: With the development of society and economy, the administrative arrangement of staff sports must fade out gradually, transmitting from inside to outside, namely return to the society [5]. The administration-based social management not only makes it difficult to achieve social harmony and stability, but also easily leads to more social contradictions. Therefore, it is necessary to cultivate multiple sport market, make full use of the market sports operating mechanism and develop the staff sports in accordance with the rules of market development. First of all, accelerate the development of sports market vitality in the mass, improve the social autonomy, stimulate the sport development vitality,

change the sports development pattern from up to down, make the market drive the sports development and establish a market-based sports mechanism. Second, establish negotiation mechanisms for sport interests and solve contradictions in the Group through dialogue and consultation so as to prevent the administration of the Group entering the interest disputes.

3) *Encourage social groups in the Group, organize and guide enterprises and institutions to intensify the sport undertaking*: Staff sports must be combined with social sports, and the staff sports shall tend to the socialization and industrialization, whose management service will be gradually attributed to social organizations. First of all, speed up the development of social sports organizations, for non-governmental organizations are restricted in the economy and social life, so it needs to promote social and non-governmental organizations to participate in public sports activities so as to improve the social autonomy of the Group and activate the vitality of development in the Group. Second, support a number of medium and small-sized enterprises with market potentials to develop sports services. Optimize industrial layout and structure, mine the potential of the sports industry, constantly promote the integrated development between sports and tourism, media, exhibition, encourage other enterprises to develop sports products and services, foster consumption hot spots in the Group, for example, relying on unique natural resources and magical lands in Xinjiang to develop different outdoor adventure routes, rich minority and folk culture, etc, vigorously develop outdoor sports clubs and sports tourism in the minority areas, and further drive the catering services, transportation, outdoor products, etc. which also meet the leisure and entertainment of staffs of the Group.

B. Grasp Four Sports in the Group

1) *On-duty employee sports*: Staff sports have two meanings: first, it is an organized physical exercise that the employer arranges employees according administrative orders; Second, the staffs have dual attributes: social attribute and social attribute, they have rights to arrange the spare time of their own and participate in sport activities of free will [6]. At present, majority of the Group are farmers and herdsman, a few are employees of enterprises and cadres of governmental organs and institutions. Considering the complexity of staffs of the Group, on the one hand, according to the uniform arrangement of trade unions, sports associations, sports organizations and so on under sports administration and the time designated by units, arrange physical exercises, such as holding staff sports meeting, outward bound, single-item sport contests between employers or departments, etc. On the other hand, the employers provide employees with gym places and facilities, through which, employees may participate in physical exercises freely in spare time, so as to enhance employees' physical health, communication and coordination between employees and employers, improve the union and trust among employees and buffer pressure.

2) *Retiree sport*: With the increasing trend of average life of the people in China, the problem of population aging has emerged gradually, and the realization of "healthy aging" is a goal that we should pursue in the process of aging in the country. And the attentions to the health of the retirees of the

Group have become a major event of the government. Then the retiree sports shall be rooted in communities: first of all, give full consideration to characteristics of retiree sport, set additional sport facilities to facilitate the retirees, set physical exercise rooms, stations, exercise ways and so on in communities. Second, set up "retiree management and guidance station" in the community residential committees, and arrange special persons to take charge of retire sports management or guidance. Third, fully exert the role of social sports instructors and sports fans, who, provide instruction on sports according to the psychological and physiological characteristics and age stages, and make communities be main carriers for the sports and physical exercises of the retirees.

3) *Staff community sport*: With the construction of urbanization by the Group, the communities, where staffs live are also developing, however, the staffs of enterprises and institutions and farms and grasslands are not concentrated in employers, but scattered in communities of cities and towns, which have laid a favorable regional advantage for the development of community sports, in addition, staff sports in the new period show a new developing trend, and the consumption concepts of staffs are also quietly changing, the activity contents are diverse and traditional and fashionable trends coexist. Obviously relying on the community's natural environment and artificial facilities and following the administration of sub-district offices or property management departments to meet the requirements of community members in sports, enhance the health of community members, consolidate and develop community-based emotional exchange, and well plan and organize to the regional sports activities nearby, which will strengthen and complement the development of staff sports.

4) *Staff family sport*: The family sport of staffs is also an important supplement to the harmonious development of staff families. The staff family sport go between employers and communities, generally the time for staffs to participate in sports is out of the 8-hour work time, which are basically independent and voluntary exercises. And the places for physical exercises are mostly squares, parks, empty lands in communities or exercise ways close to home. As for the form of organization, the staffs often exercise with friends or neighbors. Obviously, the family physical exercise activities may enhance spiritual communication and emotional experience between staffs, children and parents, which help to promote the harmonious development of staff families. Therefore, the management department of the Group should take into account the guidance and support to staff family sports such as fitness facilities, fitness atmosphere, real-time guidance by social sports instructors so as to promote the staff family sports.

C. Create A Cultural Brand of the Group through Staff Sport Culture

The special function of staff sports is to show and improve the unique cultural styles and to promote the unique cultural quality of the employers, that is, show and enhance the unique culture of enterprises. Sport is a culture created by human beings according to the body of his own. As a special cultural phenomenon of human beings and a way to adapt to and meet

the needs of human being, the sport nourishes, improves and promotes the development of human being not only in material but also in spirit. The substance that the sports achieve in the culture is the realization and improvement of the human body, and the highest spiritual product that the sports show in the culture is wisdom. Therefore, the physical activity itself can be taken as a cultural activity where physical strength creates results with intelligence as soul [7]. Main method to shape the culture in the Group is cultural guidance, from this point, as a special cultural phenomenon, the sport should have an important role in shaping the culture of the Group. If the staff sports of the Group is taken as an important part of the group culture, it can also be regarded as an independent part, the staff sports culture in the cultural structure of the Group may independent impact individuals and teams, which are mainly achieved through behaviors and spirits of staff sports, that is, the sound staff sports culture is used to shape an advanced group culture brand.

IV. CONCLUSION

To change and update the ideas of sport development and system reform in the Group and to re-locate and examine the ways for the sport development of the Group under the construction of new urbanization have been key points to promote the harmonious development of staff sports. According to the new characteristics and trends of the staff sports development, the study on the development ways of staff sports in the Group is to continuously enrich and deepen and expand the new ideas and methods for the staff sports development, and make effective adjustment and transformation on the basis of the original so as to promote the rapid and healthy development of the staff sports in the Group.

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