

# *Research on Governance System of Sports Social Organizations in China from the Perspective of Social Governance Community*

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**Keywords:** Community of social governance, Sports social organization, Social governance

**Abstract:** Since the proposition of social governance community of the 19th National Congress was put forward, China's governance structure and governance model have been reshaped accordingly. Multi-subject collaborative governance is the main way in the process of China's governance development. The high participation of sports social organizations in the new era also reflects the reconstruction of China's sports governance system. This paper mainly uses the method of literature and comparative analysis to sort out the research results in recent years, starting from the context of the formation of social governance community and the development trend of the current Chinese sports social organizations, and systematically summarizes the basic situation and goal vision of the current Chinese sports social organization governance system.

## **1. Introduction**

The Fourth Plenary Session of the 19th CPC Central Committee focused on building the country's governance system and capacity, and the proposition of "social governance community" was explicitly put forward for the first time in the communique of the plenary session. As a political discourse, "social governance community" plays the role of propaganda for national governance of society, aiming to exert social power to implement national policies and arrangements into grass-roots practice; As an academic discourse, it serves as an important theoretical basis and research approach for the country to govern social issues, and aims to be an intermediary for the cross-boundary cooperation between academia and politics. The discourse of "community of social governance" is applied to the field of sports governance in the new era, which is oriented to solving practical problems, and also provides a new idea for the independent governance mechanism of sports organizations at the theoretical and institutional levels. Against this background, this paper tries to summarize the views of major contributors in the field of social governance and sports organization governance, and sort out their theoretical logic, so as to explore the development direction of sports social organizations in China.

## **2. Research on the context of social governance Community**

As for the specific content and generating logic of the "social governance community", the

policy document takes "everyone's responsibility, everyone's responsibility and everyone's enjoyment" as its goal orientation and concept limitation [1]. A comprehensive review of the discussion on social governance community in academic circles shows that current scholars' understanding and elaboration on social governance community mostly remain superficial [1]. Mainly reflected in, first, the discussion and collation of "social governance community" mainly focus on political propaganda, and the relevant papers mainly focus on the interpretation of the relevant policies of the Party and the government, highlighting the legitimacy and authority of its discourse, weakening the academic nature of its theory; The role of political public opinion far exceeds its own academic value. The mechanism construction model of Chinese social governance community under the background of government behavior dominance has its adaptability and practical urgency in China at present, and it needs to overcome the problems of government centralism, insufficient citizen participation, and lagging administrative culture construction in the governance model. Therefore, this paper puts forward countermeasures and suggestions on the construction of social governance community from four aspects: concept, subject, rules and field [2]. On the one hand, democratic consultation can help governance subjects effectively express their preferences and adjust the distribution of benefits; on the other hand, scientific and technological support can reduce the interaction cost of governance subjects and improve governance efficiency [3]. From the perspective of academic research, there are few contents for reference and dialogue in current academic discourse. Second, most empirical studies on the theme of "Community of social governance" focus on a specific case of a community, involving community autonomy, community services, social organizations and other specific content, it is difficult to pay attention to the general theoretical issues behind the universal phenomenon. At this time, the discourse of "community of social governance" and its derived concepts can be regarded as the academic label temporarily adopted by scholars based on the policy situation. Thirdly, the articles specifically sorting out the discourse of "social governance community" often lack multi-path analysis. Scholars mostly start from the path of policy development and dig the development context of the discourse in policy texts. Of the communist party of China, the fourth plenary session of the 19th is our people on the "two one hundred" struggle intersection with milestone meaning of important meeting, this latest "community of social governance" concept has been written to the highest file, a new era of historical position determines the basic properties and basic target of the construction of the social governance community [4]. Although this approach is helpful to improve the political position and research legitimacy of researchers, the single starting point limits the connotation and extension of the "community of social governance" itself, and cannot fully reveal its essence.

From the perspective of the implementation of policies and regulations and the successful implementation of practical innovation of the rule of law, this is the long-term ideal goal and long-term vision for the development of the social governance community. At present, China is in a stage of drastic social transformation, and there are indeed severe challenges to grassroots social governance. The Chinese government advocates that the discourse of "community of social governance" can adapt to the major social conflicts and reform, so as to enhance the practical effect of grassroots management and realize the broad masses' requirements for a better life [5]. Community of social governance is not only the direct subject is social object of social governance, regardless of the whole social organizations, government agencies, organizations and groups, in which individual social members themselves are all important members of community, these organizations to participate in the community of common concrete management action of [6]. From the perspective of experts and scholars, the social governance community is a comprehensive organization type of community, and scholars mostly study and analyze it from multiple dimensions, such as structure, subject, mechanism and goal.

However, as a political discourse in the official national policy text, "social governance

community" has the dual attributes of materialization and abstraction. It not only points out the development direction of national governance society, but also gives people space to imagine a better life. At the same time, the community of social governance is not only stay on the official discourse of policy text or slogan, it is converted into the process of practical experience, can be derived many strong maneuverability, can study the specific concepts, including grassroots governance, allocation of resources, power, sink, public services and a series of specific questions about the interests of the people. It can be seen that, to a certain extent, "social governance community" not only inherits traditional culture and ideology, but also enriches the national political discourse system of socialism with Chinese characteristics in the new era. Social governance refers to the process in which the government, social organizations, public groups and other subjects jointly participate in solving the management needs of social problems on the basis of interactive consultation [1].

In general, China's social governance has gone through a process from party-government dominance to multi-participation. The proposal of "community of social governance" shows the following characteristics: (1) the response to China's "people-centered" value concern; (2) It reflects the downshift of the focus of state and grassroots governance in policy orientation; (3) Rational use of social capital to enhance public political trust, which reflects the rationality of modern governance.

### **3. Research on the governance and development of sports social organizations in China**

To correctly understand and grasp the direction and position of China in the historical process is the key issue to ensure that the development policy, the development approach, the development measures and all the work adapt to the actual conditions and the progress stage, and is also an important cognitive basis and political reality cornerstone for maintaining and developing socialism with Chinese characteristics [7]. Since the founding of the People's Republic of China 73 years ago, the whole macro environment of sports organizations in China has gradually changed. The expansion of the scale of sports social organizations, including all kinds of sports professional associations, sports private non-enterprise units, sports development foundation and other sports organizations, has benefited from the introduction of a number of national policies.

In order to achieve the goal of building a strong sports country, China must stand on a new starting point in history, deepen the strategic reform of the socialist sports system and mechanism, promote the transformation of the functional structure of the sports administration department in China, and give full play to the utility of sports social organizations. In some practical studies, it has been shown that there are three problems in the reform of sports management system in China: "the government does not differentiate between the government and the community", "the government does not differentiate between the government and the enterprise" [8]. Because this expert scholars agree that promote society the key mechanism of sports system reform is to gradually realize single sports association management system, and adhere to the "ZhengShe separate, separate government functions from enterprise management, the management office separation" [9] work principles, in order to form a law, in accordance with the modern world development, professional foothold in the condition of effective social organization management system. It is not only the deepening logic of China's sports system reform, but also the inevitable requirement for Chinese sports to be the center of sports in the world, and the inevitable embodiment of China's proposition.

As for the historical division of the development process of sports social organization in China, the academic research results have not reached a consensus so far. Therefore, this paper will replace the previous research as the main research basis. From the historical development of social governance process (including 1978 years of reform and opening up, social governance reform in

2013 and 2019, the 19th the fourth plenary session of "community of social governance"), the development of the sports social group relations and important nodes, combination of social organization of the Chinese sports development process is divided into three periods.

Influenced by the process of economic system reform and the social and political atmosphere at that time, the management of sports organizations in China was relatively loose in the early stage of reform and opening up. In addition, as the "Cultural Revolution" liberated the society's pent-up demand for association for many years, a large number of social organizations began to act in good faith. According to statistics, in 1979 alone, the number of sports associations established in China reached [9]. In the 1980s, the conflicts between the sports system formed under the planned economy system and the needs of the people have become increasingly prominent. In the field of sports, people have begun to reflect on the possibility of the development model of "big government, small society". The Decision of the State Sports Commission on the Reform of the Sports System (Draft) issued in the 1990s marked the right track of China's exploration of using social forces to run sports.

After the 16th National Congress of the Communist Party of China (CPC), the central Committee clearly put forward the task of further improving and innovating the social management mechanism and building a service-oriented government. From 2006 to 2013, the 11th Five-Year Plan for Sports, the Regulations on National Fitness and the National Fitness Program (2011-2015) were promulgated and implemented, making special arrangements for the cultivation and development of various sports social organizations, and making the construction of sports social organizations a legitimate undertaking of sports departments. Policy documents such as Notice on Corporate Income Tax Exemption of Non-Profit Organizations were also issued one after another, effectively protecting the preferential tax treatment of sports social organizations at the legislative level [10]. On the basis of vigorously promoting the national development and reform, under the active guidance and support of the central government and local governments, and through local innovations and attempts driven by market forces, sports social organizations in China are constantly developing. By the end of 2012, the number of registered sports social organizations in China had exceeded 23,590 [11]. In addition to the continuous expansion of the number of sports social organizations, the construction of sports social organizations during this period also showed a relatively distinct feature of "structure optimization". (1) The internal and external structure of the organization was constantly optimized; (2) the influence of the organization is gradually enhanced; (3) Third, the organizational supervision system has been continuously improved.

After the concept of "social governance community" was clearly put forward, the sports administrative department began to consciously speed up the transformation of responsibilities, so as to promote the social organization ability of sports and make it develop into an important subject in the national sports governance system. The central government or local finance in direct or indirect financing way of sports social organizations support, "the central fiscal support social organizations to take part in social services" is more classic example, since 2012, the special plan to arrange special funds two hundred million yuan a year, to support the development of local social organizations grow [12]. With the financial support of the government, it is estimated that the national public welfare incubation base has been expanded, and the incubators of social organizations in China continue to grow at an average annual growth rate of more than 15%. In 2012, there were only more than 50 incubators of social organizations in China, but by the end of 2017, The total number of social organization incubators in China has reached more than 1400 [13]. Under the new model of streamlining administration and delegating power, the national sports administrative department will continue to promote the reform of "empowerment" management mode, delegating part of power to sports social organizations, so that they can better fulfill their governance mission. At the same time, the dual management system is gradually loosening. The

State Council's Plan for Institutional Reform and Functional Transformation, passed in 2013, stipulates that all four types of social organizations can register directly with the civil affairs department, which has greatly promoted the pace of de-administration of sports social organizations and played a landmark role in reshaping the cooperative relationship between the government and society.

#### 4. Goals and Vision of sports social organizations in the new era

"Give full play to the functions of social organizations, promote the orderly interaction between government governance, social regulation and residents' autonomy, and form a social governance model of co-construction, co-governance and sharing" [14] is a major viewpoint clearly put forward in the report of the 19th National Congress of the CPC. It provides a new historical perspective for social sports organizations. It provides goals for sports social organizations to give full play to their sports functions, actively participate in sports governance, build national sports order, actively undertake new historical missions and complete new historical tasks. The future direction of sports social organizations in China needs not only the promotion of government policies, but also the driving of social organizations. Only by the organic combination of the two can we enter a period of rapid development. Therefore, we should not only vigorously promote development, but also carry out effective governance.

Sports social organizations have important social attributes and must bear important social responsibilities, and their "accountability" is closely related to whether a society is civilized and fair [15]. On the normative level, the legitimacy of an organization is one of the main preconditions for the establishment of a country [16], because it is the most effective indicator for the information exchange between countries and societies through the "obedience, participation and legitimacy" approach [17]. The legitimacy basis of sports social organizations in the new era should be closely connected with the pulse of social development and the destiny of their own development. Social sports organizations highlight their own special values and functions in carrying out large-scale sports events and mass sports activities, so as to further adapt to social needs and respond to social expectations. As preparation for the Beijing Olympics and winter paralympic games, will give full play to social organizations in promoting sports of masses of ice and snow sports important function in the process of development, to promote extensive mass of ice and snow sports, as a winter sports project of significant measures to implement the reform of social organization [18], further reveal green, sharing, open, non-corrupt do Mr Tenet, And make social sports organizations truly important practitioners and promoters in the process of hosting the Olympic Games. The formation of the community is based on credit. Without trust, the community cannot be formed spontaneously [19], but credit can make the whole society form a "structurally connected power" [20].

With the implementation of the Measures on Credit Information Management of Social Organizations, Chinese sports social organizations should do a good job in information disclosure, further enhance internal transparency and external credibility, and further establish a good international social image and credibility. Through the construction of sports "social governance community", the function of organizations in reducing social dishonesty and realizing social integration should be fully played [21]. Modern sports social organizations must improve the construction of rules and organizational systems, further optimize the internal governance structure, actively spread advanced organizational culture, and organically integrate the current development status and long-term planning of modern sports social organizations. According to the researches of comprehensive scholars, sports social organizations should fulfill the following social responsibilities: (1) fulfill social commitments; (2) to build a social system; (3) Improving governance capacity. [22]

From the perspective of system system, it is the most important manifestation of democratic society that people establish spontaneous order in a conscious way [23], while the new public administration theory highlights the main idea that people actively participate in the process of public management [24]. In terms of the basic motivation for the establishment of the organization, the formation and development of every sports social organization cannot be separated from the common sports goals, sports concepts and sports pursuits of its members. Therefore, sports participants join is a necessity for the further development of sports social organizations is the new era of sports social organization development of people-oriented concept, the main way to improve the comprehensive quality of people, embody "all participate, all fitness, all happiness, all health, everyone happy [25]" value concept important channel. First, it is necessary to do a good job of communication with the public. Sports social organizations can increase the participation of the public by holding sports and fitness skills guidance, sports competition performance and service, sports volunteer service, sports talent training, folk sports art exchange and other activities. In particular, more than one million grassroots sports social organizations, as the main force in the development of national fitness activities, tell good sports stories around the people. Second, we should actively develop the sports population. China is now the country with the largest population in the world, and the demographic dividend is being released. According to incomplete statistics, the proportion of sports population in developed countries has reached 70%, but the proportion in developing countries is only about 30% [26].

As of January 2017, the total sports population in China has exceeded 434 million [27], which is still different from the target of 530 million sports population by 2030 [28] clearly proposed in the Outline of "Healthy China 2030" Plan. Social sports organizations, especially sports clubs, should actively organize public welfare sports activities and develop club members to attract extensive participation from social citizens. In particular, great efforts should be made to promote the development of youth sports and mass sports and fitness industries, so that sports will become an urgent need in the daily life of the Chinese people. Third, we need to enrich the platforms for activities. Sports social organizations to use advanced emerging channels and technical means, broaden the way of ordinary people to participate in sports activities, to, with national sports policies to guide to sports venues as the platform, to build national sports information database, and use mobile social media, Internet video broadcast technology, artificial intelligence and sports media integration service research, Promote the heat and electricity supplier platform to build sports culture IP; The feasibility and convenience of activities will benefit the broadest range of people.

## 5. Conclusion

To understand and master the development direction in the evolution of sports social organization, and to clarify the system and strategic planning of sports governance in China in the future. The new era governance model calls for abandoning traditional viewpoints such as "the state governs society" and "state-centrism" [29], closely centering on the three basic propositions of who governs, how to govern and what to rely on, and solving the relationship among governance subjects, governance mechanisms and governance tools [30]. We should bring social governance, social organization governance and citizen governance into the scope of national governance. In the process of participating in governance, social sports organizations should pay attention to coordination and cooperation with the government, enterprises and industry organizations to improve their capacity for joint governance. We should adopt participatory management, interactive decision-making, stakeholder governance, etc., emphasize consultation and consensus orientation [31], continuously improve the level of governance, promote the organic unity of strong body, science and rule of law, strengthen multi-center and all-round collaborative governance, and



promote the formation of a new pattern of good governance in sports.

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