

Characteristics and Development Countermeasures of Grass-roots Individual Sports Organizations: Taking a Club Registered in Ningbo Tennis Association as an Example

Haojie Che, Haixiong Zhou

Ningbo University, China, Zhejiang, 315000

Keywords: Individual Sports; Sports; Clubs

Abstract: The grass-roots individual sports association is starting point of national fitness exercise. In this paper, characteristics of registered clubs of Ningbo Tennis Association are studied through literature data method, case study method, interview method and logic reasoning method, problems they faced are analyzed, and countermeasures for the development of grass-roots individual sports associations are put forward.

Foreword

Grass-roots individual sports organizations are social organizations composed of individual members, which truly reflects interests and daily activities of individual members of organizations. It is also called associations, clubs, and teams. At present, the reform of individual sports organizations in China is under way. It is of positive significance to improve management of grass-roots sports organizations and promote the whole of individual sports organizations in the country after understanding operation of grass-roots individual sports organizations and analyzing causes of problems they face, proposing countermeasures to solve them^[1].

1. Research methods

1.1 Literature method

In this study, 157 documents are searched with keywords of "grass-roots", "social organizations" and 31 documents are searched with keywords of "sports organizations", "grass-roots sports organizations" and "reform" in CNKI. Problems encountered in the development of grass-roots organizations and sports organizations and its solution are analyzed to provide theoretical basis for this study.

1.2 Case study method

This research investigates development process of Ningbo Tennis Association and operating characteristics of clubs registered with Ningbo Tennis Association for more than 20 years by consulting relevant data of Ningbo Tennis Association, and analyzes the development of grass-roots organizations, and then puts forward specific measures to provide countermeasures for reform of sports organizations.

1.3 Interview method

Through face-to-face interviews with directors or members of 36 clubs registered by Ningbo Tennis Association, we can understand the constitution construction, organization construction, activities and the use of membership fees of each club, so as to provide empirical basis for the research.

1.4 Logical reasoning method

Through the study of problems existing in registered clubs in Ningbo and difficulties faced by various social organizations at all levels, as well as drawing on advanced experience of Sports Association Management at home and abroad, this paper puts forward suggestions on management

of individual sports organizations and the reform of social organizations.

2. Current situation of registered clubs of Ningbo Tennis Association

2.1 Characteristics of registered clubs of Ningbo Internet Association

According to regions, affiliated units, sources of funds, internal organization construction, and the emergence of organization leaders, these clubs can be divided into four types, namely official-registered club, organ and institution club, enterprise club, and individual club.

2.2 Organizational characteristics of registered clubs of Ningbo Internet Association

The constitution construction is an important feature reflecting standardization of a club. The six tennis clubs represented by districts and counties are all registered in the official registration, so they have relatively standardized constitution, which is an important basis for club to obtain official funds and other support. Institutions and public institutions clubs are all attached to the union of enterprise. They have standardized articles of association and simple written activity norms. Enterprise club have standard regulations and simple activity treaties, but they only have oral agreements. Individual clubs have standard regulations and simple written activity treaties, but they only have oral agreements.

The club is usually formed with region and tennis court as the center or with core organizer as link. Due to the regional relationship, Tennis Association in the district and county in surrounding area of Ningbo is seldom affected by the change of rules of competition, and the development of the club is relatively stable.

In order to ensure the vitality of social organizations, social organization management regulations stipulate that heads of social organizations should be elected regularly. In the six officially registered district and county clubs, head of the association has been constantly changing due to restriction of the state policy on head of government agencies to act as head of social organizations. However, position of the Secretary General (or team leader) in charge of actual work of the Association is relatively stable. At the beginning of establishment of individual clubs, they may temporarily announce establishment of individual clubs between playing fields, which are completely arranged by one or several core members. There is no specific procedure for establishment of head of the organization. If there is no special accident for core members, there will be no general election.

2.3 Activities of registered clubs of Ningbo Tennis Association

The survey shows that 91% of all clubs in Ningbo have received higher education, and the quality of those involved in tennis is relatively high. Compared with the national, provincial and municipal group tennis organizations, grass-roots clubs are an important link between members' daily activities and they publish event information through WeChat. Tennis is an activity that must be attended by partners. The most important reason for members to participate in club activities is better fitness and communication. An important purpose for members to form a club is to participate in tennis team tournament hosted by Ningbo Tennis Association, so that members can communicate with each other from various clubs in Ningbo and improve their level of personal competition.

3. Problems in the development of registered clubs of Ningbo Tennis Association

3.1 Problem of popularity of tennis and club development

The clubs registered by Ningbo Tennis Association have grown from 6 clubs in 2002 with 60 participants to 13 elite clubs in 2019, and 22 development league clubs participating in club league, and club is developing rapidly. Members of Ningbo Club have a relatively high level of competitive ability, which almost assembles all masters of Ningbo Tennis. Compared to the 576 people who are registered to qualify for the game, there are many tennis enthusiasts who have average skills but have not participated in the game.

3.2 Problem of organizational standardization of clubs

In general, clubs with official nature are highly regulated and have normative regulations, but 70% of registered clubs in Ningbo have not normative regulations. From the survey of satisfaction, 31% of respondents have a good opinion of official construction clubs, and 56% of them do not care, but 97% of respondents have a good opinion of corporate and individual clubs.

3.3 Problem of club funds

The official club and public club funds are mainly funded by the government and enterprises, and individuals generally do not submit membership fees. The funds of enterprises and individual clubs depend entirely on personal support of members. From the total amount and source of funds, the financing ability of enterprises and individual clubs is even better. Most clubs pay membership dues personally, leaving members to bear responsibility to pay membership dues, which can inspire members' cohesion. On the whole, clubs have more frequently funded activities and more foreign exchanges.

3.4 The stadium cannot meet needs of the public

From the overall statistical results, outdoor courts can basically meet the needs of tennis enthusiasts, but indoor courts are seriously lacking. Ningbo is a city in the south of Yangtze River. It has many rainy days, and the weather in Ningbo is especially humid and cold in winter. Therefore, outdoor sites on rainy days are basically unable to meet the needs of society. At present, fitness in China has become a trend, but the construction of stadium facilities is far behind. From the prevalence of plaza dancing in various places, it can be seen that it is necessary for the government to strengthen the construction of stadiums^[2].

3.5 Problem of continuity of club culture

Ningbo Tennis Association organized club promotion league with a history of 15 years, and has a high reputation in tennis circle in Yangtze River Delta. After the election, the new team basically vetoed the rules of previous competition. Although opportunities for each club to participate increased, there was no promotion or promotion, and the interest was significantly reduced. From the perspective of whole competition reform, core members of Ningbo Tennis Association completely dominate the competition reform, the grass-roots organizations have no right to speak at all, and the club lacks cultural heritage.

4. Development strategies of grass-roots individual sports associations

4.1 To strengthen construction of legal system and improve management laws and regulations of associations

At present, the management of social organizations in China is based on regulations on the administration of registration of social organizations, which is a law with low legal status, imperfect laws and regulations, less substantive norms and imperfect procedural norms. It is obviously unreasonable to use an imperfect law and regulation to manage associations of different administrative levels in the country, provinces, counties and grass roots. It is a form of effective management of grass-roots individual sports associations to register spontaneous individual sports associations in the form of events through superior individual sports associations, and then to register the "hub type" association management organization, the Sports Association, and to record in the Civil Affairs Bureau^[3]. It is an effective way to standardize the development of grass-roots sports associations by establishing laws and regulations suitable for the development of grass-roots spontaneous associations.

4.2 To strengthen the construction of legal system and promote competition of individual groups

General secretary Xi Jinping stressed the need to strengthen the construction of legal system.

Therefore, it is the key to the reform of organization to standardize and guarantee reform and development of organization through legislation ^[4]. In order to promote the competition and development of organizations, it is the only way for the development of organizations to allow 2-3 individual sports organizations to register in general sports association or civil affairs department. In this way, the service of higher-level individual sports association is naturally enhanced, and the construction of social legitimacy can naturally be completed.

4.3 To strengthen democratic construction within Sports Associations

First of all, it should stipulate the composition of representatives of official dependent associations. The representatives of lower-level associations should account for more than 60% of that of higher-level associations, so as to safeguard the interests of lower-level associations and eliminate the situation that associations are "isomorphic" by the administrative organs at the same level from rules. Secondly, in general election of the association, the president and the secretary general should have at least two candidates, so that members who have ability and are willing to sign up for the election can actively compete with each other, and avoid the decision of leader and election process. Through the legal norms of internal organization and organization construction of community, the social legitimacy of organizations can be realized and their cohesion can be increased.

4.4 To strengthen the construction of venues and ensure activities of associations

The lack of sports venues is currently an important factor restricting the implementation of national fitness in China, so it is key for the state to regulate stadium construction standards through legal construction. Governments at all levels should develop venues in or near organizations where residents live to facilitate fitness when formulating community plans. It needs to formulate reasonable regulations to effectively manage venues and ensure daily activities, training and competition of organizations.

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