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RESEARCH ON THE DEVELOPMENT OF MASS SPORTS IN CHINA

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Research on the development of mass sports in China

Abstract. The article "Research on the Development of Mass Sports in China" investigates the evolution and progress of mass sports within the context of China's cultural and societal transformations. Through an extensive review of documents, governmental policies, and social trends, the study traces the trajectory of mass sports from traditional practices to modern initiatives. It highlights the role of government initiatives, urbanization, and globalization in shaping the landscape of mass sports. The analysis delves into the key factors influencing participation rates, sports infrastructure development, and the integration of sports into daily life. Additionally, the article examines the impact of digital technology and changing lifestyles on the accessibility and popularity of mass sports. By shedding light on the historical and contemporary dimensions of mass sports in China, this research provides valuable insights for policymakers, educators, and sports enthusiasts seeking to understand the dynamics of physical activity engagement in a rapidly changing society.

Key words: China; mass sports; development history.

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Қытайдағы бұқаралық спортының дамуы бойынша зерттеу

Аңдатпа. «Қытайдағы бұқаралық спортының дамуы туралы зерттеулер» мақаласы Қытайдың мәдени және әлеуметтік өзгерістері аясында бұқаралық спортының эволюциясы мен прогресін зерттейді. Құжаттарды, үкіметтік саясатты және әлеуметтік тенденцияларды кеңінен шолу арқылы зерттеу бұқаралық спорттың дәстүрлі тәжірибеден заманауи бастамаларға дейінгі даму траекториясын қарастырады. Ол бұқаралық спортының негізін қалыптастырудағы үкімет бастамаларының, урбанизацияның және жаһандандудың рөлін көрсетеді. Мақалада спортқа қатысу көрсеткіштеріне, спорт инфрақұрылымын дамытуға және спортының күнделікті өмірге интеграциялануына әсер ететін негізгі факторларды зерттейді. Сонымен қатар, мақалада өмір салтының өзгеруінің бұқаралық спортының қолжетімділігі мен танымалдығына әсері қарастырылған. Қытайдағы бұқаралық спортының тарихи және заманауи өлшемдеріне негізге ала отырып, бұл зерттеу саясаткерлерге, педагогтарға және спорт әуесқойларына спортының даму белсенділігінің динамикасын түсінуге әсер ететін құнды түсініктер береді.

Түйін сөздер: Қытай, бұқаралық спорт, даму тарихы.

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Исследование развития массового спорта в Китае

Аннотация. В статье «Исследование развития массового спорта в Китае» рассматриваются эволюция и прогресс массового спорта в контексте культурных и социальных изменений в Китае. Благодаря обширному анализу документов, государственной политики и социальных тенденций исследование прослеживается траектория развития массового спорта от традиционных практик к современным инициативам. Подчеркивается роль государственных инициатив, урбанизации и глобализации в формировании массового спорта. В статье рассматриваются основные факторы, влияющие на показатели спортивной активности, развитие спортивной инфраструктуры и интеграцию спорта в повседневную жизнь. Кроме того, в статье рассматривается влияние изменения образа жизни на доступность и популярность массового спорта. Это исследование, основанное на исторических и современных аспектах массового спорта в Китае, дает ценную информацию для политиков, педагогов и любителей спорта, чтобы понять динамику деятельности по развитию спорта.

Ключевые слова: Китай, массовый спорт, история развития.

The report of the 19th National Congress of the Communist Party of China points out: “Extensive national fitness activities, speed up the construction of a strong sports country.” When sports are strong, China is strong, and promoting the continuous development of Chinese sports is an important part of the great rejuvenation of the Chinese nation.

Many scholars like Xiang have been studying the sports development strategy and the concept of sports industry policy, principles and objectives of sports industry policy formulation and components of sports industry policy, and defined the concept of sports industry policy [1]. The research conducted on sports industry policy classification in China has addressed various aspects of the industry. Liu et al. (2017) provides a comprehensive review of the current state and prospects of the sports industry in China, highlighting the need for further research and development. Zhuo et al. (2020) focuses on the quantitative evaluation and prediction analysis of the healthy and sustainable development of China’s sports industry, emphasizing the importance of policy coherence and optimization strategies. Zhuo et al. (2020) establishes a health evaluation index system for the sports industry in China, analyzing its characteristics and predicting future trends. Liu & Li analyzed the issue of scientific formulation of sports industry policy in China, and analyzed that the scientific formulation of sports industry policy in China should focus on supporting competitive sports, cultivating and supporting leading sports enterprises, encouraging the development of private sports enterprises, and increasing the training of scientific and technological talents in sports industry [4]. Zhu Yong et al. (2018) [5] “used methods such as literature research and systematic analysis to initially explore the current situation of the formulation and implementation of current sports industry policies in China.” Song Qiaozai et al. (2019) [6] “on the basis of analyzing the law of the evolution of the whole industrial structure, and put forward two requirements and six suggestions for the formulation of sports industry policies.” Zhang Hong (2020) [7] “proposed the basic principles for adjusting China’s sports industry policy: first, consistent with the national economic and social development goals; second, follow the general laws of industrial development; third, adhere to the market-oriented; fourth, learn from the successful experience of other industrial reforms, especially the cultural industry; and fifth, strengthen communication and coordination with relevant departments.” Yu Haijuan (2021) [8] “under the premise of setting the basic rationality of sports

industry policy formulation, argues that the effective implementation of sports industry policy should meet at least three conditions: it should avoid the artificial deviation of sports industry policy effects should have time benefits and should measure the costs and benefits and take into account the “negative policy externalities “. Zhang Dongdong (2022) [9] “points out the current problems of China’s sports industry policy in terms of financial investment, investment policy and financial taxation policy, and puts forward several suggestions for policy improvement.” Dongdong Zhang (2022) [10] “After reviewing previous studies related to sports industry policy, he proposes that future research is needed on the policy transmission process, quantitative research on the game relationship of different interest groups influencing policy formulation, research on the positive and negative effects of sports industry policy in micro-individual areas, research on the environmental factors of regional industry policy, and multidisciplinary and cross-sectoral sports industry policy Cooperative research and other aspects of more efforts.”

Mass sports, also known as “mass sports”, are sports and fitness activities with a wide range of contents and various forms, which are voluntarily participated by the public for the main purpose of fitness and recreation. In the new era, mass sports, as the content of sports most closely related to the masses, needs to be further reformed and improved in terms of form and development direction. Based on this, the author develops a theoretical cognition of the developmental approach of mass sports in China from the aspects of existence, formation and development, based on the analysis of the background of the transformation of the developmental approach of mass sports in China.

1. The emergence of modern Chinese sports and the formation of competitive sports.

In analyzing the emergence of modern Chinese sports, some have noted the issue of soldier drills and gymnastics in the new army and new-style academies; some have focused on the influence of Western church schools on modern Chinese sports. In fact, there were two paths for the initial development of modern Chinese sports: one was the sports of Chinese in the new-style academies, such as they offered physical education courses, emphasized military nationalism, and taught gymnastics or soldier gymnastics, but did not pay attention to ball and track and field sports; the second was the sports in the church schools. They did not offer physical education courses, but emphasized after-school ball activities or track and

field sports for students. Since the Chinese new-style schools and church schools had a competitive relationship in enrollment, western church schools began to follow the example of western countries in organizing sports meetings and sports competitions in order to expand the popularity and reputation of their schools, which not only expanded the influence of church schools, but also changed people's perception of sports competitions, and Chinese The Chinese began to follow the example of the West in organizing gymnastic games.

Sports events have not only enriched the connotation of sports in China, but have also served to unite people, raise national spirits, and maintain national sovereignty. However, the emergence of sports games and sports competitions has also led to an increasing emphasis on the competitive function of sports and the development of sports "pennantism". Under the guiding ideology of "pennantism" some athletes treated the games as "a place for the general test of each player's athletic performance". "Championshipism" and competitive sports have given birth to sports professions, such as athletes, referees, sports journalists, sports instructors, supervisors and stadium staff. Professional athletes' good results in national and international competitions can stimulate people's "solidarity" and "patriotism" and stimulate their interest in physical exercise. However, the tendency of competitive sports and professionalization of sports has gradually isolated sports development from the general public, forming a part of the "aristocracy" that enjoys sports exclusively. "Sport became assimilated with the aristocracy, and sport became a profession". Sports became "a plaything to reward a few outstanding talents", and for the general public it became a "fashion game", just like the "curly hair" of the modern girls, For the general public, it is like the "curly hair" of a modern girl, a "fashion game", an "aristocratic game", "not knowing what sports are all about". On the contrary, the public misunderstood that the real purpose of sports is personal health. The use of pennant approach to promote sports development is often harmful.

2. Sports revolution: the change of sports guiding ideology and the call of "popular sports".

In the early 1930s, Chinese sports circles formally put forward the theory of "sports for national salvation" and the theory of "strong nation and strong race". They believed that if the Chinese nation was to survive the crisis of life and death, they must actively promote sports as a means to save the country and the people: to revive the Chinese

nation, they must pay attention to national sports, and to strengthen the body is to strengthen the seed, and to strengthen the seed is to strengthen the country through sports. On August 7, 1932, Ta Kung Pao published an editorial entitled "The Future of National Sports", proposing that "sports should be revolutionized". Only with a revolution in sports would China's sports have a bright and promising future and the nation could be revived. Under the guiding ideology of "sports for national salvation" and "strong nation and strong race", Chinese sports circles once again criticized sports athleticism and pennantism. They believe that domestic sports are too pennant-oriented, too commercialistic and too windy, which really lose the original purpose of sports, and it becomes the call of the times to change the athleticism in sports and develop popular sports. In fact, the two should not be opposed, but complement each other. Athletic sports can not only arouse the interest of the public in sports, but also cultivate the spirit of community and sacrifice among the public. On the basis of solving the contradiction between competitive sports and mass sports, the sports community at that time believed that the implementation of mass sports needed to solve three problems: first, the mass sports urgently needed to solve not the problem of popularizing sports, but the problem of popularizing sports methods; second, the mass sports could not just be satisfied with the development of sports schools, but to implement sports programs throughout the country, hire sports professionals, open public stadiums. Thirdly, in response to the current situation that "once we are professional, we are often isolated from sports", the sports community believes that it is necessary to promote sports to the entire population and call on all people to participate in it.

3. Limited Participation: The Promotion of Sports Popularization in China and its Problems.

3.1 The promotion of popularization of sports in China.

The research on mass sports includes: research on sports population, research on national fitness, research on sports associations, research on community sports, research on public sports products, etc.". Since the founding of New China, the development of sports in China has gone through three main stages, the first being the formation and implementation of the Olympic priority development in the late 1970s and the mid-1980s. One of the most developed countries in the world in terms of sports. During this period, priority was given to the development of competitive sports, which were used to inspire national self-confidence

and national pride, and which had a great effect on the development of mass sports in China.

The second stage was the formation and implementation of the reform strategy for the socialization of sports in China from the mid-1980s to the early 1990s. This stage was the beginning of China's reform and opening up, and the reform began to expand from the economic field to the social fields of education and science. This provided a guarantee for the development of sports in China, but at the same time also put forward higher requirements, followed in November of that year by the National Sports Commission in the "Opinions on the Implementation of the Notice of the Central Committee of the Communist Party of China", which proposed "overcoming the shortcomings of over-centralization of sports in the state and letting go of the whole society to run sports. "This is a wise reform idea.

The third stage can be summarized as the formation and implementation of the strategy of deepening the reform of sports system from the 1990s to the beginning of the 21st century. In October 1992, the 14th Party Congress held in China formally established the reform goal of establishing a socialist market economy system, and the change of sports reform to a market economy has become an inevitable trend. In 1993, the National Sports Commission of the People's Republic of China issued the "Opinions on Deepening Sports Reform", which pointed out that the overall goal of sports reform in the 1990s was to reform the existing sports system and operation mechanism, and to realize the transformation of the sports system under the planned economy to a sports system that is compatible with the socialist market economy system. The economy is developing, society is progressing, with the rapid development of China's economy, the national call for mass sports is also higher and higher, the demand for diversified sports is also more and more urgent, June 28, 1995 the State Council promulgated and implemented the "National Fitness Program Outline", and clearly pointed out that the goal for 2010 is to strive to achieve the coordinated development of sports and the national economy and social undertakings, and to comprehensively improve On August 29, 1995, at the 15th session of the 8th National People's Congress, the Sports Law of the People's Republic of China was adopted and came into force on October 1, 1995, marking the formal legalization of sports in China. It provided a strong legal guarantee for the reform of sports in China. In the 21st century, China's socialist market economy has gradually established that harmonious

development is particularly important, and the development of mass sports in China should also enter a harmonious and sustainable development stage.

The fourth phase, the acceleration phase, took place after March 2010. The General Office of the State Council of China issued the "Guidance Opinions on Accelerating the Development of Sports Industry", which marked a new stage of "accelerating the development" of China's sports industry in the face of the increasing downward pressure on China's economy and the "new normal" of economic development. In October 2014, China's State Council lost no time in promulgating the Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption, deciding to "elevate national fitness to a national strategy", "promote the sports industry to become an important force for economic transformation and upgrading, promote mass sports and skill Sports comprehensive development, accelerate the construction of a strong sports country, and constantly meet the growing needs of the people's sports." In recent years, the nineteenth National Congress of the Communist Party of China report pointed out that: "widely carry out national fitness activities, accelerate the construction of a strong sports country." Strong sports, China strong, to promote the continuous development of China's sports is an important part of the cause of the great rejuvenation of the Chinese nation. At the same time, the "National Fitness Plan (2021-2025)" points out that: accelerating the construction of a strong sports country is conducive to promoting national prosperity, people's health and social development, in which community sports, as the basic unit for the extensive development of national fitness activities, the various problems faced by its sports activities is the most important for the implementation and popularization of the National Fitness Plan.

3.2 Sports China mass sports facilities situation.

At various stages after the founding of New China, although the Chinese government at different times has made it a task to popularize mass sports and improve and enhance the health of the whole nation to enhance the physical fitness of the people. However, the development of mass sports in China has been limited by the comprehensive strength of the country, the spare time and physical strength of the people, and the limited financial resources available for sports investment due to the influence of productivity development. With the further advancement of reform and opening up, the level of productivity has increased and the strength of

the economic base has strengthened, making the situation of the facilities for mass sports in China have changed significantly along with it.

After decades of efforts, China has built a total of 615,693 sports venues, with a total area of 780 million square meters of sports, 0.65 square meters per capita and 5082 individual venues per 100,000 people on average. 2008 sports year and 2019 sports year built a total of 1182 “national fitness projects”, distributed in 77 cities and 991 communities. In 2010, the State General Administration of Sports funded 32.4 million yuan of sports to build the third batch of “national fitness projects”, of which “national Fitness path sports 800 sports. The three-year total of the State General Administration of Sports construction “national fitness path” 2200 sports, according to statistics, the provinces (autonomous regions and municipalities) funded the construction of “national fitness path” nearly sports 70,000 sports million according to the latest research shows that China’s per capita sports venues for 0.7 square meters. However, at present, China’s per capita possession of sports venues is relatively small, but also due to the different sports venues belonging to such, can really be used for mass sports and fitness per capita sports facilities area is even less, some information shows: 97% of China’s sports venues belong to the various systems. Among them, 22.5% are mainly used for school sports, 21.3% are mainly used for sports training 21.2% are mainly used for sports competitions, 20.1% are mainly used for sports training, as China’s public sports venues facilities only account for 2.3% of the total sports venues facilities in the country, and then there are different degrees of openness of the various systems to the big sports, so the real place for mass sports fitness exercise only national 10.0% of the total number of sports venues. Take the number of venues owned by employees in Beijing, for example, “an average of 1588 people have a basketball court, 11,910 people have a swimming pool, 316 people have a table tennis table, 6,806 sports people have a tennis court, the entire Beijing Municipal Sports Commission belongs to the public sports facilities only nearly sports 200 sports place, an average of nearly sports 200,000 people have a, residents of cultural and sports The satisfaction level of residents with sports and cultural facilities is very low, the results of a survey of 13 residential areas of Beijing sports show that more than 75% of residents are “unsatisfied” or “extremely unsatisfied with the sports and cultural facilities in their neighborhoods, 74% of residents believe that the facilities are seriously inadequate, narrow in size, and the facilities are old. “. This

situation shows that there is a serious shortage of mass sports venues in China, and investment in large sports facilities is a long way to go.

3.3 Motivation and number of people participating in mass sports in China.

In terms of the motivation and content of participation in mass sports in China, in the sports population, the top 3 motivations for participating in sports activities are: 1. enhance physical strength to improve health; 2. consumptions of recreation and God emotional recuperation, improvement; 3. increase social opportunities to communicate with friends and peers, but also some people are to improve athletic ability and the continuation of sports habits formed in student days. In the health factors sorted as a reasonable diet, adequate sleep regular life nutrition health care products, physical exercise personal activity is the primary way of organization, physical fitness has been accepted by more and more people, become a civilized way of life.

After analysis of the data found that: The top 10 sports population activity projects are 1 walking and running 2 hairballs, 3 swimming 4 football, basketball and volleyball, 5 table tennis, 6 gymnastics, 7 mountaineering, 8 dance, 9 billiards, bowling, 10 jump. In the project qigong taijiquan, martial arts, ground ball, gateball and other projects have decreased the number of participants, while participation in ball, dance and other recreational, competitive projects, as well as mountaineering activities increased. In addition, with the improvement of economic conditions and changes in the structure of leisure time in recent years, the proportion of people spending money to go to sports venues for formal exercise during leisure time, such as double holidays, has increased year by year. Previously and less patronized projects such as tennis, aerobics, skiing, etc., have become the object of consumption by most people. At the same time, sports tourism has also become a form of entertainment and leisure for many people, which is accompanied by rock climbing, mountain rafting, boating, shooting and other sports participation.

But the study of mass sports is inseparable from the study of sports population. China has set a standard for the frequency of people’s participation in mass physical exercise, which is to require that nationals engage in physical exercise at least three times a week, participate in physical exercise for at least half an hour each time, and exercise at a medium intensity, and we can refer to people who adhere to this standard of exercise as the sports population. On the basis of this standard, the results of China’s national physical fitness monitoring in 2016 show

that in these six years since China announced the figures of participation in mass physical exercise in 2010, the number of Chinese nationals participating in mass physical fitness has increased significantly, but until 2017, the survey data of the State General Administration of Sports showed that in 2017, the number of urban and rural residents above the age of 16 in China who regularly participated in physical exercise accounted for 28.2%. The most active participants in mass sports are still mainly the middle-aged and the elderly, who have ample time and a healthy outlook, and therefore have become the largest main force of mass sports in China. In response to the phenomenon that the development of youth mass sports is not optimistic, Feng Jianzhong, deputy director of the State General Administration of Sports, summarized the problem into the following four points: First, because China's exam-oriented education requires high scores in school, so as to get into a good school, parents and society also hope that their children have more time to participate in the study of cultural classes to improve their performance. Second, society is now so developed, like electronic toys, computers, cell phones and other technology products are too widely available, children but a little time will be greedy to play these computers, cell phones and other things, more time to go outside to exercise. Third, now there are too many things to play, too many patterns, too rich, children can play anything to play very happy, very forgetful. Fourth, children are now eating too well than usual, after eating enough to watch TV at home, play computer, plus now live in the city, the activity space is limited to the home, may not go to sports. Therefore, in the face of such a phenomenon, it is necessary to solve it. Youth is the core strength of the country's future sports construction, and the relevant departments of the State General Administration of Sports have therefore focused on the development of mass sports on the age level of youth and middle age, and only when the concept of treating mass sports in this group is changed, it is possible to make the cause of developing mass sports in China bigger and more stable.

3.4 Participation mode situation.

At this stage, China's public sports facilities can be found everywhere in residential areas and parks, which provide very strong equipment support for the masses to participate in sports and fitness, and there are even masses of people spontaneously in the square or open space for fitness walking, Yangge, dance, aerobics and other fitness activities, with the participation of mostly middle-aged

and elderly people; on the other hand, in schools, especially after allowing the public sports venues in universities to be open to the public. Many young people and middle-aged people will use the appropriate time to basketball, soccer, table tennis and other venues for exercise, which is really a good phenomenon. In addition, there are also self-funded exercise to profitable sports venues, this way there is a dedicated person can be guided, there are good equipment and facilities for different needs of people to target exercise, generally to more teenagers mainly. At the same time, the survey data show that "participate in exercise with friends and colleagues", "individual physical exercise alone", "participate in exercise with family members". "Participating in community sports activities", "participating in activity stations and club sports activities" and "participating in unit sports activities" are still the main forms of sports activities for Chinese people. Among them, the proportion of "participating in community sports" has been increasing year by year, from 9.86% in 2001, to 13.65% in 2011, 16.78% in 2007, and 30.3% in 2021, which indicates that the development of community sports in China has played a positive role in the development of mass sports. The proportion of people exercising "alone" and "with family" gradually increases with age, for example, the proportion of people exercising "alone" increases from 18.7% in the 16-19 age group to 18.7% in the 70-age group. For example, the proportion of "alone" exercise increased from 18.7% in the 16-19 age group to 45.5% in the 70+ age group. The proportion of people who exercised "with friends and colleagues" decreased from 72.3% in the 16-19-year-old group to 31.7% in the 70+ year old group.

3.5 Time for physical exercise and sports consumption.

From Table 1, we can see that there is a certain variation in the duration of physical exercise among urban and rural residents in China, which is mainly manifested in the gradual increase in the proportion of people who exercise for 30-60 min each time, and the decreasing trend in the proportion of people who exercise for less than 30 min and more than 60 min. 2021 survey data show that middle-aged and elderly people are more regular than young people in terms of the duration of physical exercise, while the proportion of people who exercise for less than 30 min each time is 52.4%. In terms of the specific time of each exercise, the proportion of urban and rural residents who participated in physical exercise for 30~60 min each time was the highest, 52.4%, followed by less than 30 min, accounting for 24.7%;

22.9% of people spent more than 60 min on physical exercise. Meanwhile, in terms of sports consumption, 8.60% of those who participated in sports exercise in 2001 chose to go to operating sports venues, and their ability to afford the admission price of operating sports venues was 84.5% for those below \$10, and 15.0% for those above \$10; in 2007, those who chose to go to operating sports venues reached 8.80%, and those who could afford the admission price above \$10 accounted for 25%, and those below \$10 accounted for 75%. In 2021, 16.3% of

people will go to operating stadiums, and the highest percentage of people will choose to charge 11~30 RMB/time, 27.6%, while the others will be “510 RMB/time”, “≤5 RMB/time”, “31~5 RMB/time”, and “31~30 RMB/time”. “, “RMB 31-50/time”, etc. This indicates that China’s social and economic development, coupled with the Beijing Olympic Games, has promoted the rapid development of mass sports in China, and people’s awareness of sports has been increasing, and spending money on sports consumption has been better improved.

Table 1 – Time to participate in physical exercise

Year	<30 min	30--60 min	>60 min
2001	27.3	47.6	25.1
2011	26.2	49.6	24.2
2021	24.7	52.4	22.9

Source: Results of three surveys on mass sports in China

4. Factors affecting physical exercise.

From both subjective and objective aspects, the subjective reasons that affect Chinese residents’ participation in physical exercise are lack of interest in physical exercise, the perceived lack of necessity, and their own physical weakness; the main objective reasons are lack of time, lack of energy to participate in physical exercise, and lack of sports venues and facilities. According to the Chinese government, a comparative analysis of the results of three national mass sports surveys shows that lack of time, lack of interest, lack of necessity and lack of facilities are the main factors affecting physical exercise, In 2021, the percentage of those who did not participate in physical activity was the highest because of “lack of time”, which was 33.8%. Among those who participate in physical activity, the main obstacle to participation is also “lack of time” (41.2%), followed by “lack of facilities” (16.6%) and “self-inertia” (13.0%). “(13.0%). In terms of practice path, it mainly relies on the power of the government, and the infrastructure and supporting services are not perfect enough. In the trend of mass sports development in the past years, with the increasing socio-economic development, the total population of mass sports exercise in China shows a large growth trend, and people’s enthusiasm and spontaneity to participate in exercise are greatly increased However, the contradiction between supply and demand of mass sports development

in China is still more prominent, and there is still a certain imbalance between people’s subjective desire to participate in exercise and objective realistic conditions.

5. Related suggestions

5.1 Actively engage stakeholders. Joint investment in mass sports development.

In the 1960s, stakeholder theory emerged in the United States, the United Kingdom and other countries that had long practiced externally controlled corporate governance, and in 1963, scholars at the Stanford Research Institute defined stakeholders as those interest groups in a firm that could not be sustained and developed without their support. In 1984, the American economist Freeman gave a broad definition of stakeholders as those who can influence the achievement of the company’s goals or are influenced by the achievement of the company’s goals. The stakeholders of a company are those people or groups who can influence whether the company’s objectives are achieved or not, including employees, partners, customers, suppliers, government, etc.

Although Freeman’s stakeholder theory has been widely accepted by academics, the classification of stakeholders through the “multidimensional segmentation method” is “still an academic study, which limits the practical application of stakeholder theory” [20]. At the same time, Mitchell, an American

scholar, proposed a score based approach to define stakeholders, which remedies the shortcomings of stakeholder theory in practice. It scores the legitimacy, power and urgency of the stakeholders of the company, and thus dynamically determines to which category each stakeholder belongs among the deterministic stakeholders, expected stakeholders and potential stakeholders.

As a social public undertaking, mass sport involves a wide range of social interests, and the appropriate mobilization of various social stakeholders in mass sport development is in line with the interests of all parties. At present, the administration and the participants of mass sports are the core identified stakeholders of mass sports. The administration has the direct responsibility to promote the participation of all people in sports and the healthy development of the society, while the participants of mass sports need to have the corresponding venues, facilities, information and other guarantees to conduct sports activities. Expected stakeholders include families, communities, and sports enterprises, which promote the health and harmony of family members and communities, while sports enterprises obtain economic benefits by providing various products and services of mass sports. Potential stakeholders include various enterprises and institutions, media, cities, and future generations. The development of mass sports promotes the health quality of citizens and thus enhances the efficiency of enterprises and institutions, the media can obtain commercial sponsorship and information resources brought by the development of mass sports, and cities and future generations are a good foundation for the sustainable development of mass sports. Therefore, in the new era, the development of mass sports should change the status quo of relying only on the power of administrative departments and actively attract many stakeholders to participate in the development of mass sports.

5.2 Raising the population's awareness of health and exercise.

To promote the basic knowledge of physical exercise for people's health, to educate people to regularly and regularly participate in mass fitness and sports clubs, which will make better use of the effect of physical exercise, so as to mobilize and attract all people to participate in physical exercise, and to meet the needs of all people for the enjoyment of spiritual and material values, and to do a good job in the development of mass fitness and sports. In order to achieve the above tasks, the following measures should be done: From the provincial level to the

grassroots level of party committees, governments, groups often guide and supervise the local, unit organs in the publicity, education work to raise people's awareness of the importance of health brought about by physical exercise, and guide sports clubs in all areas to participate in physical exercise activities. Each unit, institution, school, and place regularly promote and educates the health benefits of physical exercise, especially participation in exercise. In local, school, unit, and institutional sports clubs, it is possible to organize talks, dialogues, and exchange meetings with specialized institutions, experienced organizations and individuals, where it is possible to exchange and learn about the organization and content of physical exercise in sports clubs in various fields. Through the meetings and talks, it is possible to exchange experience and knowledge about the process of organizing sports, activities and organization of sports clubs, thus helping each other and motivating people to actively participate in sports in order to achieve good results. Through mass communication methods such as media, radio stations and slogans, the importance of physical activity among the population can be promoted, thus increasing people's understanding of the role of physical activity. Thus, to motivate all people to actively participate in sports associations, unions, organizational units in combination with media organs to organize sports competitions, to widely inform all people, to motivate, to create conditions for all people to have the opportunity to watch sports performances and competitions, and thus gradually develop a love for sports.

5.3 Measures to enhance and rationalize the use of physical activity infrastructure.

Rational use and maintenance of infrastructure, installed equipment, a system of exercise tools. Establishment and development of sports projects. In addition to increasing state investment in sports infrastructure, there should be policies to stimulate individual organizations, institutions and private individuals to invest in the establishment and development of sports projects, along the lines of the state and the people working together, issuing preferential policies to help them to invest in the establishment and development of social sports infrastructure and equipment with the state. Encourage the association and linkage between social capital and public units in order to carry out effective excavation to improve the sports infrastructure system. In the process of building a basic public sports service system, the government is the dominant player, which is inseparable from the social power it holds and the social responsibilities

it undertakes. As the agent of the members of the society, the government holds the social power recognized by the members of the society and has absolute authority in mobilizing relevant social resources; at the same time. At the same time, the government has the responsibility to ensure the survival and promote the development of the members of the society. Therefore, in the new era, the government should establish the concept of “people-oriented” administrative services, effectively assume the function of public services, and provide basic public sports products and effective public sports services for members of society.

5.4 Meet the public demand for sports in the new era and pull the development of sports industry.

With the development of economy and society, people’s sports needs are constantly manifested. Once the differentiated demand for sports exceeds the scope of basic public sports services, it needs to be regulated by mobilizing social market resources and adapting to the needs of public sports services with a market-oriented service system. When the mass sports demand accumulates to a certain increment, the market will push the social resources to gradually transition to the areas where the mass sports service demand is relatively concentrated and develop in the direction of industrialization.

In 2014, the “Opinions of the State Council on Accelerating the Development of Sports Industry and Promoting Sports Consumption” proposed to “elevate national fitness to a national strategy”, which provides a new opportunity for the development of mass sports. Therefore, in the new era, we should increase the investment in national fitness, develop fitness running, walking, cycling and other popular projects; promote the value and role of mass sports and fitness. In order to change people’s concept of sports consumption, drive sports venues and other types of mass fitness consumption; support sports enterprises, to create a number of internationally competitive well-known enterprises and internationally influential independent brands, so as to promote the development of mass sports

industry to a higher and more mature stage, to meet the people’s growing demand for sports.

Conclusion. This study places the development of Chinese mass sports in a broad social context, taking historical changes and the interaction between Chinese mass sports and the social environment as the “dimension”, and the development practice of Chinese mass sports before and after the founding of the country in 1949 as the ontology (i.e., the research object). In this study, we analyze and study Chinese mass sports. At the macro level, the external environment of Chinese mass sports is described. At the meso level, we analyze the development and construction practices of mass sports in China. At the micro level, a case-by-case examination of individual Chinese mass sports is conducted. Findings: During the years of development of mass sports in China, a path of socialist mass sports development with Chinese characteristics has gradually emerged. The development mechanism has changed from a government-led to a government, market, and socially integrated governance. In the development mode from the outward and rough development to the connotation of intensive development. In the pursuit of value, it has been clear that the scientific development concept of sports is “people-centered” and always takes meeting people’s health needs as the starting point and destination. However, the main problems in the development of mass sports in China include the unbalanced development of national fitness: the public service system of national fitness needs to be further improved; the multiple functions of mass sports are not well reflected; the sports management system and sports development methods need to be changed.

Acknowledgment: We are grateful to Beijing Sport University for providing conditions.

Funding: The China Scholarship Council and Beijing Sport University, China, Project ID: CSC NO:2012DFH591

Conflict of interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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