Research on the Influencing Factors and Countermeasures of the Construction of High Level Sports Teams in Colleges and Universities in China

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Abstract. The construction of high-level sports teams in colleges and universities is a long-term systematic work related to the development of colleges and universities. The construction of high-level sports teams must keep pace with the times and constantly adapt to the development of society. However, there are some practical difficulties and contradictions in the construction of high-level sports teams in colleges and universities. How to seize opportunities, solve and deal with these difficulties and contradictions, and make the high-level sports teams of colleges and universities develop rapidly. Many experts and coaches are very concerned. The problem. Through the literature data method, logic analysis method, mathematical statistics method and expert interview method, this paper analyzes the problems arising from the construction of high-level sports teams in China's colleges and universities from various angles, and puts forward reasonable suggestions.

Research Purposes
Since the establishment of high-level sports teams in China in 1987, with the rapid development of education and sports in China, high-level sports teams in colleges and universities have also achieved many impressive achievements. At the same time, we are also consciously aware that there are still many difficulties and problems in the construction of high-level sports teams. How to grasp the current good development opportunities, solve the problems and difficulties in the construction of sports teams, and improve the health of high-level sports teams in China's colleges and universities. Continuous and rapid development is of great significance.

Research Methods
Documentary Law
The literature on building high-level sports teams was compiled through Internet and library surveys, and the data collected in this part was studied in depth.

Logic Analysis
Through the use of inductive, analytical and other logic methods, combined with the theoretical knowledge of physical education, the data obtained are analyzed to obtain correct conclusions.

Mathematical Statistics
Statistics and analysis of the information obtained from the literature.

Expert Interview Method
Visited the Hubei Provincial Sports Bureau, the relevant person in charge of the Education Department and some university experts and professors to conduct interviews on relevant issues of the college sports team to obtain more comprehensive information.
Results and Analysis

Development Layout and Operation Mode of High-level Sports Teams in Colleges and Universities in China

Development Layout of High-level Sports Teams in Colleges and Universities. The time for the high-level sports teams in China's colleges and universities was 1986. In 1987, 51 colleges and universities piloted high-level sports teams. Since then, the number of colleges and universities has increased year by year. The number of colleges and universities in 2006 has reached 235. 1]. By 2016, the number of colleges and universities has reached a record high of 261, and in 2018 it reached 279. From the perspective of development trends, the number of high-level sports teams in colleges and universities has developed rapidly in the early stage, and the development trend in recent years is relatively stable. The specific distribution is shown in Figure 1. In addition, the high-level sports team projects in colleges and universities cover a wide range of projects, most of which are Olympic Games projects. This is also a concrete manifestation of the implementation of the goals of the Olympic glory plan.

College High-level Sports Team Operating Mode. China's colleges and universities have started to build high-level sports teams 20 years ago. In the specific process, high-level sports teams should accurately grasp the specific conditions of their schools, and continue to explore enrollment, training management, teaching management and sports competition management. Content, initially produced a set of feasible management systems and operating models.

Influencing Factors of the Construction of High-level Sports Teams in Colleges and Universities

Factors Influencing the Competent Department of College Sports Teams. The high-level sports teams in China's colleges and universities are under the dual leadership of the education department and the sports department. The two have the resources to promote their respective development and have a relationship of interdependence. However, due to the existence of the primary and secondary points, the actual two have a dependency relationship.

Under the leadership of the education department, the achievements of the high-level sports teams are closely related to the performance of the relevant units, making colleges and universities more inclined to adopt the "secondary" and "linked" methods when building sports teams. However, this phenomenon lacks strict norms and causes more colleges to imitate. Many colleges and universities cannot adhere to the concept of running a team.

The goal is not in line with the actual development. Colleges and universities give high expectations to sports teams, but schools cannot create a good ecological environment for high-level athletes. At the same time, under the leadership of the sports department, the Olympic strategy has resulted in insufficient supply of resources. The society objectively needs the Olympic gold medal, which has led the country to eagerly abandon the relatively mature mode of training talents. With the current comprehensive level of high-level sports teams in colleges and universities, in the short term, it is impossible to generate glory for the competitive sports Olympics, and the resources required for the development of colleges and universities are correspondingly reduced.

The sports system houses the athletes' decommissioning needs. The state's promotion of the personnel system reform has had a certain impact on the competitive sports mechanism, the most significant of which is how to place retired athletes [2]. In the sports best system, colleges and universities as part of the "exit mechanism" under the athletes' guarantee mechanism, in order to allow more college students to participate in world-class sports games, efforts should be made to train some talents with high levels of sports competition. Retired athletes go deep into colleges and universities to achieve this demand. Therefore, more and more projects are no longer divided into professional and amateur groups at the Universiade. This method can quickly help the sports team improve their athletic performance, but it also weakens the sports team training system.

Influence of Student Athlete Selection Mechanism. In 1986, the former State Education Commission promulgated the "plan for the development of extracurricular sports training to
improve the technical level of school sports”, clearly stated that the goal of high-level sports teams in China is to train excellent competitive sports talents for the country and to undertake the World University Games and Major international and domestic competitions, contributing to the national Olympic glory plan and the sustainable development of competitive sports [3]. At present, the high-level sports team members of colleges and universities mainly come from the following four ways:

The first is the athletes who are officially retired by the provincial and municipal sports teams. This is the embodiment of the state's policy of encouraging colleges and universities to actively introduce high-level retired athletes. Second, athletes who did not enter the professional team, such as provincial and municipal sports schools. The third is the active athletes of the physical team. The fourth is a high school student with a good foundation [4]. This is a real student athlete. Compared with the students of the sports school, this part of the team has not received systematic training in the primary and secondary schools. There is a big gap between the students and the students in the school. In the collective project, it is usually the usual training, and the game cannot be played.

By analyzing the source of the players, it can be seen that the source of “one, two, four” students is difficult to achieve the set goals, while the “three” can assume the goals set by the State Education Commission, but it is obviously not the self-cultivation of the universities, which makes the construction of high-level sports teams There is a lack of confidence. The establishment of high-level sports teams is obviously different from the source of enrollment, and runs counter to the original intention of the team.

Insufficient Training Funds, Restricting the Development of Sports Teams. The development of the sports team is inseparable from the size of its investment. Many research materials show that the investment of college sports teams lags far behind the investment of professional sports teams. As an educational institution, colleges and universities mainly rely on financial allocations, and there are many projects that colleges and universities urgently need to invest. This has caused many high-level sports teams to be “stretched in terms of cost use.” In terms of competition sponsorship, etc., due to the current lack of colleges and universities a high-level event of a certain scale, and the lack of a perfect system for the operation of the event, has not yet formed a stable competition system for individual or comprehensive sports games. Funding is often arranged in accordance with the implementation of the sponsors. It is difficult to sponsor the event. It is even more difficult to find a unit that can sponsor the high-level sports team for a long time.

At present, colleges and universities mainly use the cost of maintaining normal sports and part of the sports team special allocation fees to carry out training competitions. School funding cannot meet the daily expenses of athletes. The tight budget, combined with the results of the competition won’t affect the job title, which will hurt the coaches’ enthusiasm and reduce the quality of daily training. Therefore, the development of high-level sports teams is easily affected by the shortage of funds.

Conclusions and Recommendations

Conclusion

There is a difference between the competent department and the university's goal of building the team, and the understanding has not reached unity.

The traditional method of enrollment has resulted in a mismatch between the results and the objectives, which has hindered the development of high-level sports teams to a certain extent.

The level of coaches is uneven. Many college sports team coaches are not professional athletes. Some coaches are only college physical education teachers. They do not have athletes experience and hinder the improvement of sports teams.

The training funds for high-level sports teams in colleges and universities are relatively tight. The funds are mainly funded by financial funds. Due to the lack of high-level competition support, there is a lack of strong sponsorship.
Suggestions

**The Competent Department and the University form a Unified Team Building Goal and Coordinate Development.** The competent department of the sports team of the university should form a unified goal with the university and attach great importance to the construction of the high-level sports team. Specifically, it can be divided into long-term and short-term goals. The long-term goal is to transport high-quality sports talents to the country and contribute to the sustainable development of competitive sports. Strength, all colleges and universities must strictly implement this goal. In addition, colleges and universities can also set flexible and diverse short-term goals based on their own development, comprehensively highlight the characteristics of colleges and universities, and publicize the level of running schools.

**Coaching Adopts “Hiring” and Selection Mechanism.** At present, most college high-level sports team coaches are composed of physical education teachers who are in the post. Many of these coaches do not have the experience of professional sports teams and the experience of the competition. At the same time, due to the mechanism problem, the coaches lack pressure and motivation. For high-level sports team coaches, the dual mechanism of hiring and selection can be used to openly select or compete for coaches from retired professional athletes, give better policy support and material security, and adopt “employment system” for coaches. The income of the staff is linked to the corresponding scores, giving the coaches the pressure and motivation to not only promote the coach's training attitude and training level, but also help the retired athletes solve the employment problem.

**Adopt Multiple Competition Mechanisms to Raise Funds through Multiple Channels.** The competent department of the sports team of the university can conduct multi-level sports team competitions according to the development of different projects, promote the overall level of the sports team through different levels of competition, and expand the influence of the project.

At the same time, through the development of the competition, the project's influence will be improved to gradually expand the financing channels. In the process of building the sports team, we attach importance to the combination of marketization and socialization, and formulate a scientific and rational fund-raising mechanism. At present, the best combination of sports teams is the combination of school and enterprise. The sports team's funding is partially sponsored by the company. The company enhances its image and influence through the sports team's performance. This model not only reduces the sports team's face. The financial crisis has also promoted the benign development of the marketization of the sports industry [5].

Conclusion

High-level sports teams in colleges and universities are an important part of school sports work. It is necessary to accurately control the development direction of high-level sports teams and further ensure the sustainable development of sports in colleges and universities in China. By analyzing the influencing factors of high-level sports team construction, this paper can provide scientific guidance for the future development of high-level sports teams in colleges and universities, and at the same time find out the problems existing in the construction and put forward rationalization suggestions.

References


