

Research on the Opportunities and Challenges of Competitive Sports in China in the Post-Covid-19 Era

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Abstract: In the Post-covid-19 era, under the interaction of the world situation and domestic development, they jointly constitute opportunities and challenges for the development of competitive sports in China. The opportunities are mainly reflected in: on the one hand, in the Post-covid-19 era, the world situation is undergoing drastic changes, which brings unprecedented opportunities for China's right to speak in international sports and wushu's entry into the Olympics; On the other hand, with the support of national policies and the rapid development of domestic science and technology, China's competitive sports will make great progress. The challenges are mainly reflected in: on the one hand, in the complex international economic and geopolitical environment, China's sports industry, athletes' training plan and competitive state, competitive sports development strategy and other aspects have posed severe challenges; On the other hand, the sports economy development in our country is not mature, the sports industry chain is incomplete, the degree of sports industrialization is not high, and the training and selection mechanism of sports talents is imperfect. New and disadvantaged projects need to strengthen investment and training.

Keywords: Post-Covid-19 Era; Chinese Competitive Sports; Sports Development Strategy; Sports Power

1. Introduction

In the report of the 20th National Congress of General Secretary Xi Jinping, it was pointed out that "strengthening youth sports work, promoting the comprehensive development of mass sports and competitive sports, and accelerating the construction of a sports power"[1]. Among them, the most direct evidence of the strength of competitive sports in our country is to be able to achieve excellent

results in high-level and high-level international competitions (for example, the Olympic Games). In addition, it is necessary to have an important voice in international sports organizations, to participate in and make important decision-making beneficial to the development of international sports and Chinese sports development, so that China's competitive sports level and the power of discourse in international sports organizations complement each other. Since the outbreak of COVID-19, "changes in the world, times and history are unfolding in an unprecedented way" [1]. As early as the beginning of the outbreak, the famous American writer Thomas Friedman pointed out that the COVID-19 epidemic would change the course of human history and might become the historical dividing point between "the pre-COVID-19 world and the post-COVID-19 world" [2]. The COVID-19 epidemic is not only a global public health emergency, but also has profoundly affected and changed the evolution trend of the global landscape (including politics, economy, culture, science and technology) [3]. In the post-COVID-19 era, the global landscape is full of dangers and opportunities. As the world's highest level and highest standard events, the Olympic Games and other international sports events have always been deeply influenced by global politics, economy, culture, science and technology [4][5]. Therefore, the accurate study and judgment of various factors in the Post-covid-19 era on the opportunities and challenges of China's competitive sports will be conducive to the accurate implementation of the national sports strategy, and achieve a favorable situation in international sports competition and cooperation.

2. Opportunities for Competitive Sports in China in the Post-covid-19 era

2.1 Impact of Changes in the World Situation

In the Post-covid-19 era, the world situation is

undergoing drastic changes, which are mainly reflected in the decline of the comprehensive strength of developed countries in Europe and the United States and the growing national strength of emerging economies led by China. This change has brought unprecedented opportunities for our country to speak in international sports and wushu to enter the Olympic Games. With the decline in the economic strength of developed countries in Europe and the United States, their status on the international sports stage has also been affected to a certain extent. At the same time, China's economy continues to grow and its international status gradually rises, which makes our country's influence in international sports organizations constantly expand. In this context, China's power of discourse in international sports affairs has been significantly improved, which is beneficial to promote the development of Chinese sports.

Wushu entry into Olympic Games has been listed as national sports development strategy in our country. As an important part of Chinese traditional culture, Wushu has a long history and rich connotation. With the promotion of China's international status, the influence of martial arts in the world is gradually expanding. In the Post-covid-19 era, wushu's entry into the Olympic Games has become a topic of concern. Both the Chinese government and the people are actively promoting the process of wushu entering the Olympic Games, hoping that through the spread of wushu, the world can better understand Chinese culture and enhance the friendship between people of different countries.

The rapid change of the world situation in the Post-covid-19 era has brought a rare opportunity for China to speak in international sports and wushu to enter the Olympic Games. Faced with these opportunities, we should seize the opportunity to speed up the development of sports, strive to improve the national image, and contribute to the great rejuvenation of the Chinese nation.

2.2 Impact of Domestic Development in Various Aspects

First, national policy support. First of all, the CPC Central Committee attaches great importance to the cause of sports, reflected in the training and support of competitive sports talents. By formulating a series of policies and

measures, increasing investment in sports talents, optimizing the personnel training system, and strengthening the construction of sports education and training facilities, we have provided a strong guarantee for cultivating more outstanding athletes. At the same time, through the reform of the sports management system, the vitality and efficiency of sports organizations are enhanced, and a more flexible and efficient management environment is created for the development of competitive sports. Secondly, the Central Committee attaches great importance to the strengthening of scientific and technological support for competitive sports. With the rapid development of modern science and technology, science and technology play an increasingly prominent role in improving the level of sports training and enhancing athletes' competitive ability. The Party Central Committee encourages and supports the research and development and application of sports science and technology, promotes the deep integration of sports and science and technology, and uses modern scientific and technological means to enhance the scientific level of competitive sports, so as to effectively improve the athletic performance of athletes and the overall competitiveness of competitive sports. The CPC Central Committee also stressed the important role of competitive sports in promoting national fitness, enhancing people's physical fitness and promoting all-round human development. By holding various sports events, popularizing sports knowledge, and increasing the public's participation in and attention to sports, competitive sports not only provide a stage for professional athletes to show their talents, but also become an important force to promote national fitness and improve the national health level. In addition, the CPC Central Committee's emphasis on sports is also reflected in the strategic layout of promoting the mutual promotion and common development of the sports industry and competitive sports. By optimizing the structure of the sports industry and developing sports tourism, sports training, sports goods manufacturing and other industries, it not only provides more resources and support for competitive sports, but also opens up new space for the innovative development of the sports industry and promotes the prosperity of the sports economy[6].

Second, science and technology help the competition. In the 14th Five-Year Plan period,

the rapid development of science and technology in our country will bring unprecedented changes to competitive sports. With the continuous progress of cutting-edge technologies such as quantum technology, biotechnology, artificial intelligence, and digital sports, these high-tech technologies will be more deeply integrated into the training and competition process of athletes, thus greatly improving the intelligent level of sports training[7]. 1) Application of quantum technology. Quantum technology will play an important role in the design and material science of sports equipment. Through quantum computing and quantum communication technology, sports equipment can be designed and simulated more accurately, resulting in lighter, more durable, and better performance sports equipment. 2) Integration of biotechnology. Biotechnology will aid in athlete nutrition and recovery. Through genetic testing and analysis, athletes can be provided with personalized nutrition programs to help them quickly recover physical fitness and improve training efficiency. 3) Deep integration of artificial intelligence. Artificial intelligence will play an important role in the training of athletes. AI coaches can provide personalized training recommendations based on athletes' performance data, AI referees can accurately determine competition results, and AI analytics can analyze athletes' technical movements in real time and provide suggestions for improvement. 4) The widespread application of digital sports: Digital sports technology will make athlete training and competition more efficient. Through virtual reality (VR) and augmented reality (AR) technologies, athletes can train in simulated environments to improve their adaptability during competitions[8]. 5) Application of modern technology such as intelligence, digitalization, networking and big data. These technologies will make competitive sports more scientific and systematic. Smart wearable devices can monitor athletes' physiological state in real time, digital platforms can record and analyze training data, networked systems can facilitate communication between coaches and athletes, and big data technology can be used to analyze opponents' strategies and their own training effects. 6) 3D printing technology. 3D printing technology will be used in the production of customized sports equipment, such as personalized sports shoes, sports prosthetics, etc., to improve the comfort

and performance of athletes. 7) Internet of Things technology. The Internet of Things technology will be used in the management of sports venues to achieve intelligent monitoring and maintenance of stadium facilities, providing athletes with a better training and competition environment. 8) Robotics. Robotics will be used to simulate opponents and help athletes with technical training and tactical drills. 9) Sensor technology. Sensor technology will be used to capture the details of an athlete's movements, providing precise feedback and helping athletes improve their technique. 10) Cloud computing and big data analysis. Cloud computing and big data analysis will be used to store and process large amounts of training and competition data, providing decision support for athletes and coaches.

3. Challenges of Competitive Sports in China in the Post-covid-19 Era

3.1 Influence of International Economic and Geopolitical Environment

First of all, the fluctuations in the global economic situation, especially the rise of trade protectionism and the frequent occurrence of international trade frictions, have caused pressure on export-oriented enterprises in China's sports industry. This uncertainty may lead to a reduction in investment in the sports industry, affecting the construction of sports facilities and the development and production of sports equipment. Political tensions in some countries and regions may affect athletes' communication and competition, and even lead to the cancellation or postponement of certain events, which has a negative impact on athletes' training plans and competitive status. In the current international environment, the complexity of sports diplomacy has increased significantly. Sports events are often given the task of showing national image and enhancing national soft power, which requires our country to pay more attention to strategy and flexibility when holding and participating in international sports events. In addition, international sports organizations may adjust competition rules according to the political situation, which may have an impact on the eligibility and performance of Chinese athletes. China needs to pay close attention to these changes and adjust its training and competition strategies in time. With the in-depth development of sports

globalization, international sports competition is becoming more and more intense. Chinese athletes should not only face the competition of traditional sports powers, but also deal with the challenges of emerging sports countries, which requires our country to continuously improve the competitive level and comprehensive quality of athletes.

Secondly, under the influence of the international environment, the allocation of sports resources may be affected, such as the withdrawal of sponsors and the reduction of sports aid. This may have an adverse effect on the development of sports in our country, especially on the grassroots sports and the youth sports training. International science and technology cooperation may be hindered by political factors, which will affect China's international cooperation and exchange in the field of sports science and technology, and then affect the progress and application of sports science and technology. The geopolitical tension may lead to the reduction of sports cultural exchange projects, which is unfavorable to the promotion of China's traditional sports culture and the learning of foreign advanced sports concepts. In addition, the complex international environment may bring additional psychological pressure on athletes, affecting their training and competition performance. Therefore, it is particularly important to strengthen athletes' mental health support and counseling.

Finally, in the Post-covid-19 era, China is facing a complex and changeable international economic and geopolitical environment, which poses a severe challenge to China's competitive sports development strategy in the short and medium term. For example, the United States and European countries have a significantly stronger voice in the International Olympic Committee than other developing countries, and the International Olympic Committee has a clear dual standards, including inviting Israel to participate in the 2024 Paris Olympics but rejecting Russia, which caused a huge controversy. These also pose a potential threat to our country's competitive sports field. Moreover, in the current Olympic Games, Chinese swimmers have encountered many times the doping tests of European and American athletes, which has seriously affected the competitive state of Chinese athletes. In addition, European and American countries have used the International Olympic Committee to restrict

some of China's traditional strengths, such as weightlifting. Weightlifting events in Paris have been reduced from 14 events in Tokyo to 10 events, and the maximum number of participants per country has been reduced from eight to six.

3.2 Our Country Internal Development Level of Impact

First of all, the development of sports economy in our country is not mature, the sports industry chain is incomplete, and the degree of sports industrialization is not high. China still needs to be strengthened in the development of new sports, especially in some non-Olympic sports, China's strength is relatively weak. In our country, there are still some problems in the training and selection mechanism of sports talents. For example, the selection mechanism is not fair and just, and the training system is not perfect. In order to deal with these challenges and shortcomings, our country needs to take a series of measures. Our country needs to strengthen the industrialization of sports economy, perfect the sports industry chain, and improve the economic contribution of the sports industry. We need to increase our support for new sports, especially for some non-Olympic sports, to improve our competitiveness in these sports. China needs to reform and improve the training and selection mechanism of sports talents, ensure the fairness and justice of the selection mechanism, and perfect the personnel training system.

Secondly, the adjustment of the supply-side structure of the national economy under the new normal puts forward new requirements for the integrated development of competitive sports and economy and society. National fitness, healthy China, sports power and other national strategies put forward higher requirements for competitive sports, but the development of competitive sports in China is insufficient, and it is difficult to fully integrate into economic and social development in the short term. People's growing diversified needs for recreation, health promotion, culture and education are not integrated enough with competitive sports [9]. It is necessary to further promote the reform of the system and mechanism of competitive sports and improve the governance capacity and efficiency. Accelerate the pace of substantive reform of various sports associations and enhance their autonomy and market adaptability. Finally, the gold medal contribution rate of the

traditional Olympic advantages has been saturated, and new growth points are needed. Some emerging and vulnerable projects need to strengthen investment and training to enhance the overall competitiveness. Professional sports and professional leagues are lagging behind in development and need to be further regulated and developed. It is also necessary to improve the professional sports league system with Chinese characteristics, improve the corporate governance structure of clubs, and improve the standardization level of professional sports, especially to further improve the marketization degree of "three big balls" professional games. Promote competitive sports to the social market, integrate into the national economic development, and enhance the level of socialization and professionalism. The traditional way of material selection can not meet the development needs of competitive sports, so it is necessary to innovate the method of cross-boundary and cross-item material selection. Guide competitive sports resources to serve national strategies, empower urban development, and build a multi-level, multi-structure, multi-regional sports event system. The training mode of sports and education integrated competitive sports talents has not been fully formed, so it is necessary to further promote the deep integration of sports system and education system.

4. Conclusion

In the 2021 Tokyo Olympic Games, the Chinese sports delegation won a total of 38 gold MEDALS, only one less than the United States, ranking second. In the 2024 Paris Olympic Games, China and the United States are tied for the first place with 40 gold MEDALS, and China has become a veritable world sports power. But in the "Big three" sports that attract more international attention, athletics and swimming, China's strength is still far from that of the United States. Moreover, after Sun Yang won the first men's gold medal of the Chinese swimming team in the 2016 London Olympic Games, Western countries led by the United States began to implement doping tests on the Chinese swimming team in the FINA much higher frequency than that of the United States and European countries, which seriously interfered with the normal training, rest and competition of the Chinese swimming team athletes. In 2019, the Outline of Building a

Sports Power pointed out that China should improve its voice in international sports affairs. It can be seen that the international communication ability and discourse space of Chinese sports need to be further improved. At the same time, the "Sports power construction Outline" clearly supports the internationalization of martial arts, supports the promotion of martial arts projects to enter the Olympic Games at an early date, and martial arts entry into the Olympic Games has been upgraded to a national strategy. Therefore, dialectically treating and dealing with the opportunities and challenges of China's competitive sports development in the Post-covid-19 era can create favorable conditions for China to enhance the comprehensive strength of competitive sports, the right to speak in international sports affairs and wushu's entry into the Olympic Games.

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