

NEW METHODS OF HIGH PERFORMANCE SPORTS MANAGING INSTITUTION IN VIETNAM

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Abstract:

This research is based on the scientific theory and new economic system theory and used synthetically method of referencing documents, method of investigating, method of interviewing experts, method of comparison. Through analyzing practical situation, existing problems in the managing institution of high performance sports in Vietnam, combining with practical requirements, compare with the methods of managing high performance sports of countries with advanced physical education and sports managing system such as the United States and China, then conclude and build developing orientation in accordance with the actual conditions of Vietnam's Sports. On this basis, propose new methods in high performance sports managing institution in the new era.

Keywords: Methods, managing institution, high performance sports, high performance sports managing institution.

INTRODUCTION

After Vietnam joined WTO, Physical Education and Sports have actively blended in the international sports community, actively participated in and have successfully organized big sports events at the international level, the sports ranking on the international sports arena has also been promoted, the Physical Education and Sports have achieved significant improvement, becoming one of the countries with the most developed sports background in the Southeast Asia area. However, following the general development of the era, the progress of the society, the society managing institution, the economic institution changed, the old sports managing institution or a part of it will no longer be suitable with social reality today. Because of that, based on the reality of high performance sports development, learning about the experiences of two advanced sports backgrounds in the US and China, refining, researching and making new innovations for high performance sports managing institution of the country has become an important matter of the development of sports and physical education in Vietnam.

Vietnam's open reformation and the trend of shifting from a planned economy to a socialist-

oriented market economy, has begun to shake the foundations and existing environment of the inherent institution. The professionalization and socialization of sports competition institutions from a long-term perspective, has become an indispensable trend. Starting from the importance of the issues we conducted the research: New methods of high performance sports managing institution in Vietnam.

RESEARCH METHODS

The research process uses the following research methods: Documents research method; Method of interviewing experts; Questionnaire method and Comparison method.

RESULTS AND DISCUSSION

1. Building the right development concept for high performance sports

The basis of ideology is subjective conditions such as the ideal of beliefs, values, ideological methods... that people are required to have when participating in social practice... It focuses on expression in the positions, perspectives, methods of observing and handling practical social issues or ideologies of guiding the implementation of practical activities...

First of all, the ideological foundations contain the right values to promote the

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development of high performance sports in Vietnam. Sport competitions help train the quality of tenacious ideas, reach the peak of human, help strengthen solidarity and cooperation, a fair and competitive social environment; help build self-esteem, confidence and national pride, raise the concept of patriotism, collectivism, enhance understanding and improve the friendship between ethnic groups. In international sports competitions, typical organizations and individuals appear, becoming a model for us to study, which is also a valuable asset to encourage solidarity and striving to go up for the nation.

Secondly, the ideological foundation has the ideal belief to promote the development of Vietnamese sports competitions. The development of Vietnamese sports competitions can strongly promote the building of a socialist spiritual civilization, material civilization and political civilization. Sports competitions have extremely rich spiritual values, have an increasingly important and widespread influence on people's production, life and ideology.

Thirdly, the ideological foundation of the right mindset and thinking promotes the development of Vietnamese sports competitions. High performance sports development not only reflects the strength of Vietnamese sports, but more importantly, the expression of Vietnam's combined strength, playing an active role in promoting development and construction of the country.

High performance sports is an expression of the national society development level and the level of civilized progress for that country, the performance of international arena athletes not only represents the image of the country, but also reflects the overall style of a nation's people. The development of the sports industry in Vietnam has become an important driving force and a basis for the world to get acquainted with Vietnam. The level of competition in sports activities can enrich the cultural life of the people and improve the quality of life of the masses, promoting social harmony. Therefore it is necessary to fully realize the nature of sport,

cultivate affection, enlighten wisdom, and unify cooperation, strength, devotion and friendship, thus forming a correct orienting value, establishing a view of sports development in the right direction, such as promoting sports management, reforming management mechanisms, creating a good social environment.

2. Perfecting the operation mechanism of high performance sports management

The framework of high performance sports regime plays an important role in the development of high performance sports. The fact proves that only linking the development and operation of high performance sports to the corresponding specific institutions can motivate high performance sports of Vietnam to develop and go into the reasonable operating orbit of sports. The management and operation mechanism of high performance sports in Vietnam shows itself in professional sports agencies in the administrative area set up by the authorities at all levels.

Along with the shifting of planned economic institution towards the orbit of market economy institution, the dominant power of resource allocation, the economic relationship between central and local areas, the functions of government, circumstances, external factors, directions, human values all change. The institution of sports in Vietnam presents a number of common problems with new situations and contradictions.

Within the framework of Vietnam's high performance sports regime, there is an dependent relationship between the mechanism and the institution. The mechanism must depend on the institution to form and operate, if it is not based on institution, it will not be able to do anything, whereas institution also need to rely on the operation of the mechanism to show its functions and values.

3. Establishing and completing a diverse fund raising mechanism

First, always take the investment of the state as the main, central and local levels, allocate finance to the main fund sources, social fund source, supplemented by the investment system.



High-performance sport development is one of the main contents of Vietnam's sports development strategy (Image source: <https://baomoi.com>)

Actively seek financial levels from central to local areas, continue to increase investment in competitive sports.

Secondly, under the premise that national investment is always the main pillar, proactively explore non-profit social funding sources and market-oriented financial mechanism for profit, to encourage businesses, organizations, associations, and different types of activities in society with different ways to participate in organized sports activities. At the same time, promote the innovation and development of the professional sports industry in a positive and solid way, in order to exploit the diverse investment source and financial mechanism.

Thirdly, it is necessary to fully enhance the economic functions of the sports foundation.

4. Changing the functions of the government, accelerating the process of industrialization of high performance sports

The Vietnamese sports administration should set up investment policies, tax policies, sports industry structure policies that bring benefits to the development of the sports industry.

Actively encouraging the mass to participate in sports consumption, enhancing the propaganda of sports activities, building regimes and regulations to strengthen the sports market business.

At the current stage, on the one hand, the

government must try to increase the amount of investment in the development of the sports industry, ensure that the sports training process operates normally, and on the other hand, make efforts to develop sports industry, increase socialization and marketization of sports; Attract social investment in the sports industry, help to ensure the work of sports training and competition, together with efforts to improve government investment, it is also needed to increase consuming activities in the market, increase income sources, create funding sources for the development of high performance sports, in order to promote the strength of the Vietnamese sports industry to be more and more developed.

Implementation of the whole society participate in sport.

5. Promoting the advantage of combining sports and education, reducing occupational risks for sport athletes

Competition is a clear characteristic of high performance sports, a lever to promote the development of the sports industry, all talents selection, training and research activities must revolve around this goal, to promote continual improvement in modern sports level.

Regarding the actual situation of talent and amateur sports training in Vietnam, there are still many deprivations, there are many cluster

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phenomena. Based on the experience and success of fostering US investment in the sports market, relevant agencies and experts can conduct research and discuss managing institution, operation mechanism, competition mode..., can get acquainted with the form of combining education and sports with each other to foster reserve talents, minimize risks in sports, attract young people who have the potential to participate in fostering and actively referring to experiences and actions in the training of reserve talents classes, making the combination of education and sports gradually becoming a major source of reserve talents source training.

6. Establishing the mechanism of specialized sports training, professional sports and amateur sports

Previously, Vietnam had a one-stop-shop sports training mechanism, a training system implemented in a highly centralized planning economic institution, its subjects were national teams, excellent provincial sports teams, and city and district amateur sports schools. In a socialist-oriented market economy, the only professional competition model was unable to adapt to the requirements of the new age and need to be replaced by a multi-element operating mechanism.

Firstly, through the direction of government policy and the leverage of investment, continue to plan for Olympic achievements, with key categories, to create professional teams, based on state investment, project management, bidding... Establish training facilities across the country, take that as a basis for assurance and development;

Secondly, make efforts to implement professional self-govern society and self-control market sports policy, promote types of socialization and marketization united for developing, associations of distinct sports categories should avoid being government-administered, lead and regulate belonging categories.

Thirdly, to learn from the United States' NCAA experience (National Collegiate Athletic Association of the United States), make efforts

to take high schools and universities as subjects to carry out united-nature competition, through this form, creates a number of traditional sports schools, which serve as the basis for high performance sports competitions.

CONCLUSION

1. Success in the managing institution experience of the two China-United States sports platforms and the new format when exposed to Vietnam's practical development of physical training and sports, requiring the sports management of Vietnam in the new era must adjust its development perspective in accordance with the reality; reform and renew the positioning of the organizational system targets; be creative in operation mechanism; build effective financial institution; care and complete the protection system.

2. The process towards a socialist-oriented market economy transformation in Vietnam's open reformation period should gradually improve the mechanism of high performance sports management and operation; establish a correct view of developing high-performance sports; change government functions; improve working performance; build and perfect diverse investment in financial mechanisms; consult centers in training sports talents; identify speciality, professional, amateur sports, operating mechanism and competition training model.

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