
SOLUTIONS TO DEVELOP MASS SPORTS MOVEMENT IN VILLAGES, COMMUNES AND TOWNS IN YEN DINH DISTRICT, THANH HOA PROVINCE

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Promoting mass sports movement in communes is one of the regular tasks of the sport sector and relevant organs. Sports activities in villages, communes and townships depend on the needs and conditions of each locality and region. Based on theoretical basis and practical situation, the article proposes some solutions to develop mass sports in villages, communes and towns in Yen Dinh district, Thanh Hoa province.

Key words: Solution to develop mass sports; Yen Dinh district, Thanh Hoa province.

1. Introduction

Sport nowadays is becoming more and more an indispensable part of social life because of its great significance role in protecting and enhancing the people's health, fitness and their life quality, contributing to building a spiritual and cultural life, a healthy lifestyle, consolidating the great unity bloc of all people, in order to realize the goal: "Rich people, strong country, democratic, fair and civilized society". Therefore, sports activities for physical training, health promotion, physical fitness need to be concerned, researched and widely developed to become the daily life of every citizen [5].

In the current renovation cause of the country, in order to successfully complete the Party and State's goals, the management and organization of sports activities in the localities (communes, wards, towns) is considered as an important factor contributing to the overall development of the country. It can help people become more perfectly by improving their stature, agility, intelligence, and self-confidence at their works. The sports activities are

practiced regularly, scientifically will contribute to perfecting a person comprehensively, being good morally, rich intelligence, strong physical fitness, and healthy civilized lifestyle [2,3,6].

2. Overview of the research problem

Mass sport activities are regularly organized in cultural institutions, such as the Culture - Sports Center in communes, the Cultural House or sports area in towns, villages. In the thesis "Research on the development of mass sports in rural areas of the Red River Delta" (2015), author Pham Thanh Cam has focused on analyzing and evaluating the current situation of mass sports activities in rural areas of Red River Delta: regular practice, sports families, clubs, competitions, facilities, land for sports, etc., especially the reality of the leadership and direction of the local authorities for the work of mass sports in rural areas of the Red River Delta. The author has proposed 07 groups of solutions to develop mass sport in rural areas of the Red River Delta, of which 03 solutions are directly related to the leadership and direction of the local authorities, especially the action plans with 10 main contents. The study has carried out the test in 643 communes of 11 provinces and cities in the Red River Delta and verified in 03 communes that meet the standards for new rural construction of Hanoi, Bac Ninh and Thai Binh. It found those local authorities have actively innovated in content and leadership methods of sport; therefore, the development targets of mass sport in the provinces, cities of this region have increased markedly. The sports activities have made the contribution to political stability at the grassroots level, the cultural and spiritual life of the people and socio-economic development in each locality.

Besides that, Le Van Chanh (2019) with the topic "Policies in mass sports development in Thang Binh District, Quang Nam Province" [4] has focused on solving theoretical issues of policies in the field of mass sports, and the actual situation of implementing those policies in Thang Binh district which has both of the successes and limitations, thereby giving some solutions and recommendations on sports development policies in the district. The results which are received from that thesis are very useful for our research.

The contributions of the above authors are appreciated, contributing to gradually clarifying both the theory and practice of the state management of culture in general and the management of sports activities in particular.

3. Research Methods

In the process of researching the article, the following methods were used: Method of document analysis and synthesis; interview method; sociological investigation methods; statistical methods.

4. Research results

4.1. Actual situation of mass sport activities in Yen Dinh district, Thanh Hoa province (in the period 2016 – 2020)

- According to Decision No. 2164/QĐ-TTg dated November 11, 2013 of the Prime Minister on the Master plan on development of the system of grassroots cultural and sports institutions for the period of 2013 - 2020, with a vision to 2020-2030, The People's Committee of Yen Dinh District has completed the planning of the district's cultural, information and sports centers and directed the communes and towns to build their own cultural centers. In 2016, in Yen Dinh district there was 116, 5 ha of planned land area for the system of cultural - sports institutions, of which 67.45 ha for stadiums, sports areas of districts, communes, towns and villages; 100% of communes have been recognized as communes meeting new rural cultural standards and have completed the plan of building commune cultural and sports centers. In whole district, there were two towns recognized as civilized standard towns; 02 new towns established under Resolution No. 1260/NQ-UBTVQH14 dated April 27, 2021 of the National Assembly Standing Committee (Quy Loc and Yen Lam). After having two new towns, Yen Dinh district has 26 commune-level administrative units, including 22 communes and 4 towns. The implementation of the planning of grassroots cultural and sports institutions is concerned and directed by the local government, with the consent and support of the people [6, 7].

+ In 2019, the whole Yen Dinh district completed the merger of villages according to the Government's policy (from 226 villages to 149 villages were merged). After the merger, the initial use of the system of cultural and sports institutions was also somewhat inadequate. Currently, there are 103/149 village cultural houses that are still suitable. In the situation of 77 merged villages, village cultural houses were no longer suitable to population size and geographical location. The local government had the policy in which unsuitable cultural houses were built or upgraded in accordance with general regulations.

+ In recent years, the awareness of responsibilities of grassroots officials in the management and use of cultural institutions has been raised after the People's Committees of Districts and Communes have had many written instructions and thoroughly understood through conferences and examinations. The spiritual life of the people in the district has really prospered, effectively promoting the system of cultural institutions and the coordination role of branches, mass organizations and grassroots officials. Every year, more than 50% of people participate in cultural and sports activities at the Cultural Houses - Village Sports Areas.

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- Every year, the Culture and Sports sector in collaboration with the Education and Training sector open training courses, fostering, raising awareness and professional skills for teachers and members, managers of culture and sport. Coordinating with the Education and Training sector to advise, direct, and inspect the physical education work to strictly comply with the internal curriculum and develop extracurricular programs, to detect and foster the talents in sport;

+ In the district's target program to build a national standard school, the district has basically ensured the planning and construction of physical foundations and equipment for physical education in the school; use sports facilities in the area to serve students' extracurricular sports activities.

+ The work of physical education and sports in schools has many positive changes. Up to now, 100% of schools in the district have implemented the regular physical education program, more than 98% of the schools have extracurricular sports activities and their students participate in extracurricular sports programs. (see table 1) [1].

- Developing grassroots sport clubs, training and guiding the building of a team of sports instructors and collaborators, interested in developing the sport movement among civil servants, employees.

- The socialization of sport has made many changes from the awareness to the actions of the Party committees, authorities and the masses, creating a more and more extensive development of the sport movement.

- Party committees and authorities at all levels have included the goal of sport development in the resolutions of the Party committees to organize the implementation. Sports in schools have been maintained and developed more stably. Fostering sports talents have paid attention to as the core of the movement. Every year, from the district to the communes and towns, schools have organized many sports exchanges and competitions to celebrate anniversaries, local events, and units, constantly improving the level of education. enjoy the cultural life and sports spirit among the people.

Table 1: Basic data achieved in the period of 2016 - 2020

Year	Cultural Commune –new town,	Cultural communes	Cultural offices	Cultural commune in provincial level	Cultural family %	Sport family %	Sport practicers %	Sport clubs	New rural satndard commune
2016	26/29	226/226	92/120	03	83%	27%	38,5%	119	24/27
2017	29/29	226/226	95/120	03	85%	29%	40%	120	27/27

2018	29/29	149/149	102/114	03	86,5%	31,5%	42,5%	121	27/27
2019	26/26	149/149	109/114	17	87,5%	33,5%	44,5%	129	24/24
2020	26/26	149/149	112/114	47	88,6%	35%	45,5%	132	24/24

From the Table 1, we can see that the results achieved in the recent years are very encouraging, but in general, the movement of sports activities in the localities has not developed evenly and has limitations such as: High-performance sports have not had a planned program. Mechanisms and policies to attract and train sports talents are not methodical. There is still lacks of facilities and expertise in practice. Some sports clubs do not operate regularly and have low efficiency.

The reasons for the above limitations are: Some levels of Party committees and authorities have not paid attention to and created favorable conditions for the sport development in the locality. The organization of physical training apparatus in communes and towns is not uniform, weak in expertise, poor in facilities; The advisory work of cultural and social civil servants still has many limitations and not met the requirements. Making planning and approving the planning, granting use right certificates for land area of sports activities are slow. Some local governments have not implemented sports activities in a timely and effective manner. The organization of activities for the masses to participate in physical training is not good, and the people's sports activities are not really uniform. Operating expenses are limited.

4.2. Basic solutions to develop sport movements in villages, communes and towns of Yen Dinh District, Thanh Hoa Province

Firstly: Innovating the method of leading and directing the development of mass sports at grassroots levels

The motto of reforming the method of leadership and directing the development of mass sports is to implement three principles: "Based on authorities, on functions and tasks, on grassroots and movements". It means that the renewal of the Party's leadership method means closely following the situation of political tasks of the Central and local governments, firmly grasping the Party's lines and viewpoints, the State's policies and laws, taking advantage of the attention of Party and government leaders, branches and levels, and meeting the needs of the masses to enjoy sports. Linking the task of developing sports with the socio-economic development plan in the locality.

The content of sport development should be placed in the programs and plans of the Party Committee, the People's Council and the People's Committee of the commune and ward, focused on key stages and ensure the most rational and most effective use of human, financial and material resources.

Besides that, the leadership roles and responsibilities of the Party committee is not only shown through documents, resolutions, directives but also the exemplary in the actions of each cadre, party members. It is necessary to create a synchronism between the leadership of the Party, the management government, and the people (the community) as the owner, only then will it create a driving force to promote the strong development of sports activities, achieving clear results.

Secondly: Innovating the content of leadership in the sport development in line with local political needs and tasks through action plans of the Party committees and local authorities.

Improving the quality of physical education subject at school, Phu Dong health association of high school students; Diversifying forms of individual or collective self-training in families and villages: morning gymnastics, qigong, nursing, martial arts, walking, running, cycling... Organizing the festivals as well as the competitions of cultural sports in communes and wards, once a year or two years, associated with historical anniversaries. Guiding each commune to choose 1-2 subjects to organize the annual traditional competition. In addition to ethnic sports, there should be other sports, such as volleyball, football, badminton, table tennis, athletics, swimming... Integrating sports and physical activities with political propaganda and propaganda; building and strengthening mass organizations; campaigns on hygiene, disease prevention and people's health care; protect and take care of children; movement "all for health"; perfect the grassroots cultural - sport institutions; Associate sport and physical activity with the movement of all people to unite to build a grassroots cultural life, associated with the program of building a new countryside.

Third: Renovating the propaganda, education and mobilization of Party members and the masses to participate in sports activities.

The basic content of this solution is that each level of grassroots party committees must direct the promotion of propaganda, explanation and persuasion by practical and vivid forms so that the people, party committees and authorities can fully aware of the benefits and role of sport in contributing to health improvement, education on morality, personality, lifestyle and building a cultural and spiritual life; building a block of great solidarity of the whole people, meeting the requirements of improving the quality of human resources for the implementation of industrialization and modernization.

Fourth: Strengthening State management over cultural and sports activities at the grassroots level

Renovating the method of directing and implementing the tasks of grassroots culture and sport development; Renovating methods of propagating, mobilizing and gathering people to participate in cultural and sports activities.; Promoting the effectiveness of the commune

Culture - Sports Centers, strengthening the cultural - sports exchanges and competitions. Improving the quality of grassroots cultural and sports activities in accordance with the characteristics, cultural identity of the regions and the needs and tastes of farmers, attracting all classes of people in rural areas to participate. participate in sports activities to enjoy the human values of sport and create new values of culture and sport. Strengthen the work of emulation and commendation; summarizing practical experience; building and replicating point models, advanced typical examples; research and evaluate the effective impact of grassroots cultural and sports activities.

Fifth: Perfecting the system of institutions and cultural and sports activities at the grassroots level

Focus on building, perfecting and consolidating the system of cultural - sport institutions. Focus on renovating the operation content of the system of cultural - sports institutions at all levels. Strengthening the activities of cultural and sports non-business units; bringing activities, culture and art programs to serve the people in remote areas, areas of ethnic minorities...

Strengthen training and professional training for the ministries of culture and society at the commune level and the grassroots level of culture and sport at the village level. Organizing cultural and sports activities in the countryside: festivals, mass performances, contests, organizing competitions of sports in the countryside...

Building sport clubs in villages, villages, communes, wards, schools, or in grassroots units, operating according to the Regulations on grassroots sports clubs; Organizing sports teams of villages, villages, communes, wards, schools, or of grassroots units of industries established and maintained for a certain period of time to participate in grassroots competitions; Managing, directing and guiding the operation of local non-public sports service establishments. Each village and village has suitable places that can be used for volleyball, badminton, tug of war, swimming, wrestling, martial arts... Encourage the use of natural conditions such as rivers and lakes, hills, empty fields, roads, even harvested fields, to organize sports activities.

Sixth: Create conditions for facilities, funding sources and collaborators for grassroots sports activities

The Party committee and government need to create conditions so that each school has a playground and training ground for students. Where conditions permit, it is advisable to build physical training facilities attached to schools; forming a sports center of the commune associated with the school, which is shared by students and local people. Planning land for sports activities at commune level, ensuring land for people to build playgrounds and sports ground. It is necessary to identify units and organizations that invest in training ground

facilities, mainly from the government with funding from public welfare, followed by social mobilization sources.

Each commune, ward and township has at least one sport and physical activity collaborator capable of organizing the grassroots' sports activities; schools have full-time physical education teachers to carry out physical education programs in schools and are used to participate in guiding sports activities among the people; There are a number of collaborators (possibly athletes) and sports referees volunteering at the facility. Every year communes, wards and townships select and send people to attend training courses for instructors, coaches and referees organized by district-level sport and sports agencies with the help of provinces, cities and municipalities. center; organize the exchange of experiences and self-improvement at the grassroots level; promptly give material and spiritual rewards to those who have made many contributions to the development of grassroots sport and sport.

Seventh: Strengthening the socialization of mass sport at grassroots levels

The socialization of sport work is an important strategic solution to renovate the sport management mechanism to meet the requirements of the country's renewal with the goal of making sport a real activity. of the people, for the people, by the people". The socialization of sport should be towards the grassroots and the people in order to organize, guide and develop the people's needs for sport; create favorable conditions and environment for people to meet their own needs. The socialization of the field of sport and sport will create conditions for the sport to develop stronger and more diversified and some activities will develop in the direction of a service business. Developing social organizations, socio-professional organizations in sports will attract a large number of people to participate in sports activities, promote the resources and creativity of the people in career development. Sports at commune and ward establishments.

5. Discussion

On the basis of analysis and assessment of the current situation of management of mass sport activities in Yen Dinh district. Besides the positive aspects, the achievements still have limitations that need to be overcome. The author focuses on researching and giving directions, goals and tasks of developing the mass sport movement in the coming time in Yen Dinh district. The viewpoints of the Party, policies and laws of the State, strategies and plans of Thanh Hoa province are the basis for building the direction, goals and tasks of sports development in Yen Dinh district. To overcome the limitations, the author has proposed solutions to develop the sports movement of Yen Dinh district in the coming years with high efficiency

6. Conclusion

Through a survey to assess the current state of sport in the villages, communes and townships of Yen Dinh district, the results achieved in the past many years are very encouraging, but in general, the development of the movement of sports activities in the locality has not been consistent. equally and has limitations. Hopefully, the research results and the recommendations of the article will be interested by local leaders and included in the plan for implementation in the near future.

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