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# DEVELOPING MASS SPORTS TO MEET THE DEMAND OF THE MODERN LIFE - ISSUES APPROACHED FROM THE POLICIES OF THE COMMUNIST PARTY AND THE STATE

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*According to scientists, sports are more and more important to the use of leisure time. Along with the ever increasing need to participate in sports of the society, the development of recreational sports, physical training and sports for the elderly and civilized medical treatment become an inevitable development trend. The article discusses issues approached from the policies of the Communist Party and the State to for the development of mass sports to meet the practical needs of modern life.*

**Key words:** Mass sports; Issues; Policies of the Communist Party and the State

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## 1. Introduction

Sport is an indispensable activity in our social - cultural life. It is a type of physical activity which protects and promotes health, contributes to enriching comprehensively the spiritual life and education, enhances the people' potentials. In the light of Ho Chi Minh's thought on sport, the Vietnamese revolutionary sport has achieved many great achievements. In particular, mass sport has actively contributed to the defense and construction of the country, prepared human resources for the cause of industrialization and modernization, and integration with the motto " Strong people, prosperous nation." [6]

The Resolution of the 13th Party Congress has set out three goals in which our country will have become a developing country with modern industry, beyond the low middle income level by 2025 of the 50th anniversary of the South's liberation and national reunification; a developing country with modern industry and high middle income by 2030 of the 100th anniversary of the the Party's foundation, and a developed, high-income country by 2045 of the 100th anniversary of Vietnam's foundation [1]. Accordingly, the material and spiritual life of the people will be improved markedly with the increasing need for exercise and entertainment.

Sports activities is more and more associated with entertainment, tourism and culture as well as the demand for cultural, sport and tourism exchange between Vietnam and other countries in the world is increasing strongly. Therefore, mass sport activities require orientation, scientific and practical basis to meet the needs of people's sport in modern society.

## **2. Overview of research problem**

According to forecasts of scientists, sport has occupied an important position in the use of leisure time, with the rich demand for sports activities of modern society. The development of recreational sports, physical training for the elderly, and civilized fitness and medical treatment is a modern development trend, especially for developed countries. For example, even during the period of Japan's economic growth slowdown from 1992 to 1997, GDP increased by only 0.43%, but the revenue from sports, which is mainly sports and entertainment, still increased by 3.24%. Entering the 21st century, Japan has identified two important industries as food and entertainment, in which entertainment sport accounts for a large proportion. Government's cost for the treatment of the elderly are enormous, as in the United States of America spent 1 trillion USD in 1996; In 2002, 64% of young people exceeded the normal body weight standard, and the cost of treatment for obesity and diseases caused by obesity in the US in 2001 was 100 billion USD. Thanks to sport in the US, there has been an 8.7% reduction in the number of people suffering from obesity, and 7% of deaths from obesity-related diseases. [9]

Therefore, sport for the elderly is very important to reduce the burden of the state and families and bring positive life to the elderly. Sports make great contributions to society and policies for the elderly. The higher the obesity rate will be if there is no focus on exercise and proper nutrition.

On the contrary, the negative side of modern society causes bad effects on health such as: industrial labor with speed and strict process has inhibited physiological and psychological functions, damages human capacity for a long time; Industrial waste and environmental pollution are very dangerous pathogens. Labor in the modern society is mainly control technology - information, minimizing muscular labor leading to lack of physiological movement, mental stagnation; Improved material life, quality nutritional products, comfortable services... also lead to physiological harms (circulation, cardiovascular, respiratory, overweight, fatty blood...); Psychology before the industrial lifestyle causes a lot of social stress, the computerized working method makes the nerves always in a state of stress.

Therefore, sports activity is a positive measure to strengthening the ability of disease prevention, decreasing the bad effects of the lack of muscle movement, stimulating necessary energy expenditure for humans (300 - 750 kcal/day or 2000 - 2500 kcal/week, regulating blood pressure, excessing elimination to limit diseases of organ function...). Mentally, the methodical sports activities will create excitement, generate joys and pleasures, and help the spirit to relax

and be at peace. The meaning of entertainment and relaxation brought about by muscle activities has been confirmed by many domestic and foreign scientific studies. [5]

After more than 35 years of renovation, under the leadership of the Party, our country's sports have achieved many great achievements in enhancing people's health, fitness as well as their cultural and spiritual life, contributing to the implementation of political, socio-economic tasks of the Party and State. Sport has gradually become an indispensable part of social life.

### **3. Research Methods**

The article uses conventional research methods in scientific research: Methods of synthesis and analysis of documents, methods of interviews, discussions and historical methods as the basis for approaching necessary issues of researching.

### **4. Research content**

#### ***4.1. Current situation of mass sports development in our country***

During the leadership process, our Party and State have many policies on sports development, consider it as a part of social policy which bring strong cultural, spiritual and physical values to the majority of the people; contribute to improving health and cultural enjoyment, preventing disease and gradual eradicating social evils; strengthen people's solidarity and political and social stability, creating new motivations to realize economic, cultural and social development goals.

Along with the achievements of the renovation process, the mass sports movement has made remarkable progress. The needs for practicing sports are higher from children to the elderly, from farmers to intellectuals, from urban to rural areas, from ordinary people to disabilities. The various type of sports are practiced such as: walking, gymnastics, running for health... Many folk games and ethnic sports such as stick push, tug of war, crossbow shooting, shuttlecock kick ... are included in local festivals and traditional annual mass sports tournaments. [5]

Many large campaigns were formed, attracting tens of millions of participants, such as: Sports Congress at all levels to the annual National Sports Congress; The movement "All people exercise following the great Uncle Ho's example" which started in 2000 and implemented continuously in the period of 2012 – 2020; National and regional ethnic sports contests; National farmer sports and arts contests; National sports competitions for disable people; Phu Dong Health Association at all levels and nationwide. A lot of communes, wards and towns have football and volleyball courts. Sports movement is everywhere. Every year, on the occasion of holidays, Tet, there are competitions of football, volleyball, badminton, chess, chess... among villages. [7]

The work of mass sports has made many remarkable changes, in the direction of promoting the development of sports at the grassroots level and in each target group, especially students, armed forces, farmers, the elderly. The mass sport movement in the whole country

took place with great enthusiasm, with many rich and diverse forms. The number of people who practice sports regularly, the number of sports clubs increases sharply every year. The campaign "All people exercise following the great Uncle Ho's example" was widely deployed throughout the country, promoting practical effectiveness and being the driving force in promoting the grassroots sport movement. The Ministry of Culture, Sports and Tourism has issued a plan to organize the campaign "All people exercise following the great Uncle Ho's example", in association with the campaign "All people are unite to build cultural life" and "New rural construction program". Massive sports competitions take place in a variety of ways. Simple forms of sports training, without much investment in yards and equipment such as running, walking, gymnastics, badminton, chess, martial arts, mini football, air volleyball... are popular in localities. Many new recreational sports are also thrived. Ethnic sports, folk games are restored and legalized to compete at traditional festivals. Many mass sports activities have created a great resonance, attracting a large number of people to participate. [8]

The organization of sports congresses at all levels to the National Sports Congress has gone into order, truly becoming the people's sport festival. Many localities have closely coordinated between departments, branches to implement the mass sports activities that are diverse in form, rich and attractive in content, such as: Festivals of Culture, Sports and Tourism in different regions; Sports competitions for ethnic minorities; Sports contest of Cham ethnic group, Khmer ethnic group... [7].

The work of physical education and sports in schools has made positive changes. The Ministry of Education and Training has developed a new Physical Education subject to ensure balance, consistency, and inheritance among all levels of education. Organizational form and content of physical training of students is rich and diverse, in which the number of organized and guided sports clubs in schools is increasing. Many exercise contents are included in extracurricular activities, especially ethnic sports and folk games. Sports activities in the school have been integrated with the emulation movement "Building friendly schools, active students".

The team of school sports teachers has been strengthened in terms of quantity and expertise quality. Most of the physical education teachers in schools have been trained and fostered knowledge. The system of facilities, playgrounds, training grounds, sports facilities, training equipment for sports competitions at schools at all levels was initially planned and built. Many general education institutions have multi-purpose gymnasiums and swimming pools. In higher education institutions, the system of facilities and equipment for sports activities is concerned. The Department of Education and Training has organized many sports activities every year for students. Major activities are organized every 4 years, such as: National Phu Dong Health Association, National Student Sports Festival... continue to be maintained and in the Southeast Asian Student Sports Festivals. [3]

In addition to the achievements, the mass sports activities of many communes, wards and townships nationwide, especially in rural, mountainous and remote areas still face many difficulties; the disparity in the level of enjoyment of sports between regions, among people is increasingly clear; The management and direction of sports development at grassroots level is still limited, ineffective, and has not met the goals of mass sports development as determined by our Party. This fact is a great difficulty and challenge for the process of fostering and developing human resources for the country in the context of globalization and international integration with fierce competition. [7]

#### ***4.2. Viewpoints of the Party and State on sports***

Resolution No. 08 - NQ/TW, dated December 1, 2011 of the Politburo "on strengthening the leadership of the Party, creating a strong development step in sports until 2020" was very necessary for sports development, as a basis for making policies, plans and perfecting the legal system on sports in the coming years; affirming the Party's consistent views on the development of sports in the context of the market economy and deeper international integration. In this Resolution, our Party identified the specific viewpoints of sports development as [2]:

The development of sports is an objective requirement of society which is the contribution to improve the health, fitness and quality of people's life, human resources; to educate the will and morality, to build a healthy lifestyle and cultural environment, to consolidate the great unity of the people, expand friendship and international cooperation; at the same time, is the responsibility of all levels of party committees, authorities, unions, social organizations and each citizen. Party committees at all levels are responsible for regularly leading the work of sports, ensuring the sports development.

Investing in sports is for people and the development of the country. Increasing the proportion of State budget expenditure, giving priority to building in sports facilities and training high-achieving sports athletes; at the same time, enhancing the resources of the society to develop sports, strongly promoting the role of social organizations in the management and administration of sports activities.

Preserving and honoring the national sports values, absorbing the cultural quintessence of humanity, developing our country's sports with national, scientific, and civilized character.

Implementing Resolution No. 08 - NQ/TW of the Politburo (term XI), the Prime Minister signed and promulgated Decision No. 2198/QĐ - TTg, dated December 3, 2010 approving the "Strategy for development Vietnam's sports until 2020" and Decision No. 641/QĐ - TTg, dated April 28, 2011 on approving the "Overall project on development of physical strength and stature of Vietnamese people in the period 2011 - 2030" with the specific target of improving the physical stature and strength of young people to achieve a stable growth rate, narrowing the gap with developed countries in Asia.

The strategy on development of Vietnam's sports in to 2020 defines the goals and solutions for the sports development, contributing to the task of preparing high-quality human resources to meet the requirements of the country's development in the current economic conditions. market economy and deepening international integration. [7]

According to the above orientation, the work of sports needs to continuously innovate, create a foundation in all aspects for the strong and steady sports development and career in 2020; in which the first important thing is to adhere to the mechanism of *Party leadership, State management, People's mastery* in all sports activities.

### **5. Discussion**

It is forecasted that by 2030, Vietnam will be a country with a modern industry, high middle income; The material and spiritual life of the people has been improved, there is a lot of leisure time, and the demand for exercise and entertainment will increase. Therefore, mass sports activities will also develop, especially recreational sports, folk games and ethnic sports. The increasing demand for cultural exchange, sports and tourism between Vietnam and other countries around the world will accelerate sports activities, especially for the younger generation. Our Party has always determined a consistent view in directing the development of the sport and sports career according to the following five groups of issues [4]:

*Firstly, the development of sport is an objective requirement, an important aspect of social policy, a positive measure to preserve and improve health, enrich the cultural and spiritual life of the people, contributing to expanding international exchanges, actively serving the country's socio-economic, security and defense tasks.*

The ultimate goal of the socialist-oriented socio-economic development in our country is to bring people a prosperous, free and happy life. Sport is an effective means to improve the health and fitness of the people, especially the young generation, actively contributing to fostering human resources, meeting labor requirements and being ready to protect the country.

*Secondly, the sports development must ensure the ethnicity, science and people's character.*

The content and organizing form of sports activities must bear the national identity, for the purposes and interests of the nation, and must be suitable to the psychology, customs, socio-economic conditions and traditions of each locality; Paying attention to exploiting and developing games, ethnic sports, traditional forms and methods of national nutrition, good cultural traditions, limiting and eliminating outdated practices. .

Selective inheritance of knowledge about sport of mankind. Combining modern achievements with the nation's traditions; Ensuring that all contents, organizational and management measures and methods of mass sports training are suitable to socio-economic conditions and development requirements of the country in each period. The training of athletes must conform to the laws of human physiology, psychology and society.

Developing sports widely among all classes of people, all ages, all subjects, and all population areas. Making physical exercise a daily necessity and habit of the majority of people; Giving everyone the opportunity to exercise and enjoy the human values of sports and at the same time promote the active and creative role of individuals in participating in the organization and management of sports activities as well as contribute to the sports development of our country.

*Thirdly, combining the development of the mass sport movement with building a force of athletes and improving sports achievements is an important motto to ensure the sports development in rapid and right direction.*

The mass sports development is essentially a process of organizing, mobilizing and guiding with various forms and measures to make this activity a habit and lifestyle of a large number of people. The development of mass sport has always been considered a central task of sport activities to create new dynamics and vitality of the mass sports movement. In which, school sports should be paid special attention to the leadership and direction as the core of our country's sports development strategy. School sport is a favorable environment for the young generation to practice physical, moral, lifestyle and also a large and potential environment in the field of detecting and fostering sports talents for the country.

In general, the mass sports movement is the basis for the development of high-achievement sports. The wider the movement, the more people interested in and supporting high-performance sports, the more sources of sports talent. However, not every widespread sport movement will have a large number of athletes with high sports achievements and vice versa, because besides the interdependent relationships, mass sport and sports High performance are two areas of relative independence. Each field has its own audience and is governed by specific laws.

*Fourth, implementing the socialization of sports, organization and management, closely combining the management of the State and social organizations.*

First of all, socialization needs to be understood as the coordinated action in a planned way of all social forces according to an orientation, a national strategy to solve a social problem. The sports socialization is the coordination of all social forces participating in the sports development in accordance with the orientation and development strategy of the Party and the State in order to make sport a cause of the people. The socialization of sport activities is an important strategic solution to renew the sport management mechanism to meet the requirements of our country's renewal.

The basic content of the socialization of sport includes the following issues: The socialization of sports activities is grass-roots-oriented, people-oriented, organized to guide and develop the people's needs for sports activities. Creating favorable environments and conditions for people to meet their own needs; implement fairness and democratization in sports activities.

It is the process of linking and integrating activities of industries, mass organizations and social organizations to develop sports with the common goals of building and developing the Vietnamese people and improving the quality of life ; The socialization of sports activities must go hand in hand with renewing and strengthening the leadership of the Party and the management role of the State.

*Fifth, combine the development of domestic sports with expanding international relations on sports*

On the basis of promoting internal resources in sports development, it is necessary to strengthen international relations. This allows us to absorb advanced sports science achievements, effective organization and management experiences suitable to our country's conditions, develop new sports that we have the ability to quickly catch up and surpass the regional level, in order to enhance our country's position in the process of integration with regional and international countries. On the other hand, sport is considered as a means to carry out the external tasks of the Party and State.

## **6. Conclusion**

Sports are a part of the culture of each nation as well as of human civilization. The level of sport development is one of the criteria to evaluate the cultural level and creative capacity of the nation, a means for cultural exchange in general, physical culture in particular. During the leadership process of the Party and State, the development of sport has always been attached importance to the social policy in order to take care of and foster human resources. The sports development is always directed in five groups of issues: Sports development is an objective requirement, an important aspect of social policy, and a positive measure to preserve and improve health, enrich the people's cultural and spiritual life, contribute to expand international exchanges, actively serve the country's socio-economic, security and defense tasks; The development of sports must ensure the ethnicity, science and people characteristics; Combining the development of the mass sport movements with building a force of athletes and improving sports achievements is an important guideline to ensure the sports development in rapid and right direction; Socializing the organization and management of sports, closely combining the management of the State and social organizations; Combining the development of domestic sports with the expansion of international relations in sports.

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