

摘要

中國大陸在改革開放後，經濟發展直逼著政治發展的改革，競技體育發展更是被視為國際政治外交之開路先鋒。中國大陸在共產黨之領導政治體制之下，競技體育發展成果豐碩，亦突顯其需要在政治體制支持方可達成競技體育迅速發展，中國大陸競技體育發展戰略與方法值得分析探討作為我國發展競技體育的參考。本研究具體目的如下：一、探求理解中國大陸體育政策基本的意義背景；二、探求理解競技體育：2001-2010 年奧運爭光計畫政策的議題設置過程；三、探求理解競技體育：2001-2010 年奧運爭光計畫政策之規畫過程；四、探求理解競技體育：2001-2010 年奧運爭光計畫政策之執行過程；五、競技體育：2001-2010 年奧運爭光計畫政策之評估；六、奧運承辦與大陸體制改革可能性。

基於上述研究背景及概念，本研究以質化研究法為主，在資料蒐集及分析乃透過文獻分析法及內容分析法，針對中國大陸競技體育政策進行與就目的相關的個案分析。本研究發現與結論如下：

一、中國大陸體育政策基本的意義背景

本研究發現在國際之體育的演進影響中國大陸卻發展出更先進之概念；諸如：體育是人的基本權利；體育是健康的路徑；以及體育即是國力展現。

二、2001-2010 年奧運爭光計畫政策的議題設置過程

中國大陸體育組織體系黨的主導由體育總局執行；致管理體制與運行機制係以「舉國體制」在新中國的形成和發展過程中是必然的產物，表現出對體育管理目標、管理功能、管理形態等方面的一體化的特徵，即「思想一盤棋、目標一體化、組織一條龍」。

三、探求理解競技體育：2001-2010 年奧運爭光計畫政策之規畫過程

就體育政策發展的制約因素而言，本研究發現中國的競技體育政策主要受到政治體制、制度條件與政治文化的影響。此外，其規劃過程與社會經濟面發展及國際環境的變遷有密切相關。

四、2001-2010 年奧運爭光計畫政策之執行過程

領導人體育思想：中國體育事業發展體育政策的選項設計指導思想馬列主義、毛澤東思想、鄧小平理論和 “三個代表” 的重要思想是指導中國體育工作的理論基礎。進而推動競技體育政策發揮體育運動之健身、國防、外交、愛國、政治、社會之物質與精神文明作用，將體育運動視為是國家工具，是歷代領導人相同的地方，只是在不同時期給予不同的政治意圖。

五、2001-2010 年奧運爭光計畫政策之評估；

本研究發現中國大陸競技體育政策的成功發展係立基於政策產出明確，漸有成效及達成操作之確實性，係導因於其民族主義及愛國主義促成競技體育發展的動力。2001-2010 年奧運爭光計畫政策使擴大經濟可行性及運動產業發展得以實現，亦使中國政府在外交上逐漸與國際接軌，提昇國家形象，更洗刷了過去東亞病夫之恥。

六、奧運承辦與大陸體制改革可能性

2008 年北京舉辦有特色、高水平的奧運會，是中國對世界的鄭重承諾，也是推動中國發展進步的重要機遇。為藉此機會實現目標，中國一方面在借鏡世界各國舉辦奧運會經驗，認真做好奧運各項籌備工作，另一方面亦根據自身特點，借勢推動國內社會經濟發展。對中國大陸之體制改革有多少影響，相信中國大陸要走向完全的民主，還是有一條必須要走的道路。

Abstract

Since reform and opening up were launched in 1978, Mainland China's economic development was closely linked up with the reform of the political development; furthermore, the enhancement of competitive sports was used as a tool to foster international politics and diplomacy. Under the Chinese Communist Party's leadership, there were spectacular results in the development of competitive sports, and reflected a great need of support from the political system in this regard. It is worthwhile to look at the sports policy in Mainland China as a reference model for Taiwan to develop competitive sports. Accordingly, the specific purposes of the study are as follows :

1. to explore and understand general background of China's sports policy;
2. to investigate China's competitive sports policy through the examination of agenda set-up process "2001-2010 Program Outlines for Wining honor at the Olympic Games"(POWHOG) ;
3. to examine and understand POWHOG planning process;
4. to identify and understand the implementation process of POWHOG;
5. to evaluate and understand the results of POWHOG; and 6. the possibility of the further reform of China's political system after the host of the 2008 Olympic Games.

On the basis of the background and concepts, a qualitative research design was applied. The documentary method and content analysis were used to collect background data. Content analysis along with case analysis was combined to reach deeper understanding of the findings.

The findings and conclusions of this study are as follows:

- 1.The significance of the general background of China's sports policy

It is found that the evolution of international sport has great impact on China's reform of sports policy. Nevertheless, a more advanced concept for the development of sports was resulted, such as sports is a basic human right; physical activities are a healthy path; and sport ability is a demonstration of national competitiveness.

- 2.The *2001-2010 Program Outlines for Wining honor at the Olympic Games*"(POWHOG) agenda set-up process

The sports organizational system in China was led by China State General Sports Administration under the administration of the Communist Party. As a consequence, the management and mechanism based on *national system* in the formation and progress was an inevitable. For these reasons, the goals of sport management,

management functions and structure of sports were reflected on its pattern of integration, that is, "the thinking of a chess game, the goal of integration, the organizations through-train."

3. The understanding of POWHOG planning process

This study found that the constraints of sports policy development were closely related to its political system, institutional conditions and political culture. In addition, they were also associated with the changing circumstance of socio-economical development as well as China's international relations.

4. The implementation process of POWHOG

The thinking of the political leaders toward sports: the development of sports in China's sports policy options designed the guiding ideology of *Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory* and "Three Represents". This important thought was to guide the work of the sports development on theoretical basis of the development of competitive sports, physical fitness, national defense, foreign affairs, and patriotic, political, social and spiritual substance of the role of sport as a national tool for the successive leaders to apply in the different periods with different political intentions.

5. The evaluation and understandings of the results of POWHOG

This study found that that the reasons of China's successful outputs of competitive sports policy were thanks to the certainty of sports policy development and operation and the increasing effectiveness and these were resulted from Chinese nationalism and patriotism that enable the Chinese government to enhance and promote competitive policy. Furthermore, POWHOG enable a high degree of stability in the economic feasibility and the public affairs. It is also said that the image of *Sick Man of East Asia* was dismissed.

6. The possibility of the further reform of China's political system after the host of the 2008 Olympic Games

For the Chinese government, the host of the 2008 Beijing Olympic Games was not only its commitment to the world but also a great opportunity for national progress. In order to successfully prepare and organize the Games and achieve the goals, Chinese government on the one hand learned from the experiences of other countries and on the other hand a range of measures were adopted based on its national characteristics and seeking to improve the social and economic development. In view of that, the influences of the further reform of the political system can be attainable as a result of these changes. It is believed that there is still a long path for Chinese government to go if the move toward full democracy in China is desired.