

Analysis of the Development of Chinese Retired Athletes

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Abstract: News papers such as "champion athlete selling MEDALS" and "a retired professional athlete crowdfunding funds for medical treatment" are common this year. With a large number of athletes out of work after retirement, finding suitable re-employment opportunities for former athletes has become a serious problem. This paper specifically studies the causes of the difficult development of athletes after retirement, and gives corresponding suggestions according to the causes, so as to help non-top athletes get better development after retirement. Because of the long-term isolation from social training, and the lack of corresponding cultural knowledge, athletes can not be in line with the society after retirement, and even can not find a suitable job. The training methods can be changed and the corresponding cultural content can be increased to pave the way for the retirement development of these athletes. There are three good jobs for retired athletes: (1) Physical education or school physical education teacher; (2) Entertainment or media through sports; (3) Devote to the construction of sports business and develop private gyms.

Keywords: retired athletes, employment difficulties, training models, development potential

1. Introduction

The employment problem of retired athletes is becoming more and more obvious. The reasons are more complex, including subjective factors such as inadequate employment preparation, injuries and old age, as well as objective reasons such as the deprivation of athletes' rights by the training mode of athletes and the problems in the employment placement policy of retired athletes. As a result of these problems, many Chinese athletes face various difficulties after retirement. The most important of these difficulties is the employment difficulties of retired athletes. It is difficult to accept the fact that athletes, who have been trained for sports since childhood and strive to win glory for their country, cannot afford even the most basic livelihood after their retirement.

Take Shanxi Province, China as an example: 89.3% of retired athletes think it is difficult to find employment; it takes a long time to find a job, showing polarization. 30% of retired athletes need 1 month or so to find a job, 38.5% need half a year or more to find a job, and some retired athletes did not find a job for two years. The employment quality was not high, with 37.1% of retired athletes having good employment quality and 62.9% having poor employment quality [1].

2. Analysis of the Development of Chinese Retired Athletes

2.1. Reasons for Employment Difficulties

The employment difficulties for retired athletes are mainly attributed to the following three reasons: First, the impact of four mainstream athlete training modes on the re-employment of retired athletes: (1) there is a conflict between the learning and training of athletes, which leads to the conflict between the educational level of retired athletes and the employment requirements; (2) The conflict between individual and collective interests of athletes deprives them of economic capital, so they cannot accumulate enough economic capital to choose a career or start their own business when they retire, and also inhibits the commercial development of athletes; (3) There are conflicts in the allocation of sports resources. Some amateur sports schools and various sports schools are short of resources, which makes it difficult to cultivate excellent athletes. Average performance means that athletes can't get preferential treatment when they retire [2].

Second, the impact of China's resettlement policy for retired athletes on the re-employment of retired athletes is as follows: (1) There is a conflict between the employment system of retired athletes and the re-employment of retired athletes. The imperfect employment system makes some rights of retired athletes unable to be guaranteed, which affects the re-employment of retired athletes; (2) There is a conflict between the goal of resettlement policy and the re-employment of retired athletes. The current resettlement policy is too short-sighted, considering only the immediate development of retired athletes, but not thoughtful enough for the long-term development of retired athletes and the development direction of their future life. (3) There is a conflict between the adjustment of policy and the change of policy environment. The retirement resettlement policy has not been adjusted in time with the development of society, so the employment skills of retired athletes obviously lag behind the needs of social development [3].

Third, the capital deprived by the training mode and placement policy of Chinese athletes includes: (1) Social capital such as social activities and social contacts; (2) Bonus, appearance fee and other economic capital; (3) Cultural capital in cultural education. Due to the deprivation of legitimate capital, retired athletes are not competitive enough in all aspects when they are employed again, thus resulting in the employment difficulties of retired athletes. In view of the above reasons leading to the employment difficulties of retired athletes, the following two suggestions are given, namely, the diversification of athlete training mode and the complete athlete placement policy system. Retired athletes have been in a closed training environment for a long time, and it is difficult for them to obtain a sense of belonging and identity after retirement, and they lack the necessary channels to obtain information and resources. Effective social support can promote the formation of athletes' values through strengthening social communication and multi-channel interaction of information sources, which can be transformed into effective moral education [4].

Athletes in the period of service to achieve excellent sports results as the goal of life and spiritual support, and under the strong motivation to achieve remarkable results, these results let athletes stand on the top of the pyramid to be praised by other athletes or the society. First of all, when athletes achieve good ranking, the national and local governments will give certain material and spiritual rewards to help athletes' development. Secondly, when the news media such as Internet, social platforms, Wechat and Weibo report positive effects, athletes' hearts are full of happiness and satisfaction. However, during the transition period of retirement, although athletes receive a certain amount of money, they will only engage in the related matters of their major and will not engage in other related work in the society. This situation leads to increased pressure and lack of confidence in life of retired athletes. Finally, the status of "role recognition", "self-evaluation", "life fullness" and "interpersonal communication" will be decreased when athletes have the idea of retirement. At the same time, retirement may also make athletes feel more anxious about life and loneliness [5]. As a

result, retired athletes no longer live under the halo of competitive performance. They need to face and adapt to the pressure from society like ordinary people, and they even need to make more efforts than ordinary people to gain social recognition. This kind of gap and change requires athletes to have a strong ability of psychological adjustment, once they can not overcome the sense of loss brought by this change, it will affect their re-employment situation to a large extent [6].

2.2. Suggestions of Solving Employment Difficulties

In order to truly solve the problem of resettlement of athletes after retirement, athletes need to improve their personal cultural literacy, so that they can learn or learn skills other than professional knowledge of sports, so as to enhance their competitiveness in society. Relevant departments can also establish flexible and diversified management models according to the actual situation, such as the establishment of a long-term athlete education system, credit system for cultural courses and the completion of individual courses. Athletes who have sports training competitions can implement the "send to school" mode in the form of teaching organizations. Sports teams that meet the standards can set up special cultural teachers to teach courses, so as to ensure that athletes can continue to carry out cultural teaching in addition to normal training. On the basis of ensuring the quality of the nine-year compulsory education, the compulsory education is different for each project and each person, and the separation of secondary and higher education is implemented. Relevant policies and regulations should be strengthened or formulated, and annual training and competition schedule should be reasonably arranged to reduce the impact on cultural teaching. The content of cultural test should be added to the evaluation, and cultural achievements should be added to some competitions. It is necessary to link the cultural learning achievements of athletes with the vital interests of coaches and bring the cultural education of athletes into the normal work of sports teams. It is necessary to combine the work of improving training quality with the work of athletes' personal cultural accomplishment in the track of improving scientific training and athletes' culture [7]. According to the General Administration of Sport's regulations on athletes' cultural education, athletes must have three and a half days of cultural learning every week. Divide the day between study and training. Coaches should pay attention to athletes' cultural learning, create a good learning atmosphere, improve athletes' cultural cultivation in subtle ways, so that athletes can develop in a sustainable, healthy and comprehensive way. Implement the training mode integrating "learning" and "training" according to law, break the training based learning assistance mode, formulate relevant laws and regulations, and reasonably plan the training time of athletes. Learning mainly involves social practice knowledge, strengthening the learning of skill-based knowledge, gradually improving the comprehensive quality of athletes, and laying a good foundation for their retirement placement.

After some accumulation of knowledge, retired athletes can choose to enter the physical education system of primary and secondary schools, which is a kind of traditional system with established norms and principles. In this system, athletes can obtain a stable income and a better working environment, but it may also restrict the athletes' performance in specific fields to some extent. Having experienced the development of sports skills from scratch and from low level to high level, retired athletes are well aware of the growth trajectory and development needs of a young athlete. Therefore, working as a coach is suitable for retired athletes. Retired athletes can be guided to understand the sports events themselves, grasp the psychology of the new generation of athletes, improve the project technology, formulate the training load, etc. At the same time, they can also be engaged in the assistant, sports technology consultant and other technical support work related to the original sports events. In this way, not only can the skills and experience of retired athletes be brought into play, but also can be used as a means for them to make a living after retirement [8].

Some retired athletes can rely on their influence to create a new world in film and television, entertainment, advertising and other industries. The frank and bold character of athletes meets the

entertainment requirements of "liberating nature". They are easy to accept and integrate into entertainment activities, or find a balance between sports and entertainment, combining their own professional skills and entertainment needs, to play a greater entertainment value. Tiger Woods, Kobe Bryant, freestyle skiers have all appeared on Ellen Show. In the aspect of media, rich competition experience enables retired athletes to better understand the inner mind of their peers and the characteristics of sports events. After retirement, it is a suitable choice for retired athletes to become sports journalists, sports commentator and other related industries. With the development of sports and entertainment, combining sports with various activities popular with the public is an important direction for the development of retired athletes, as well as an important way to diversify the development of retired athletes.

As more and more people realize the importance of physical exercise, more and more people join the ranks of fitness. Under such market conditions, sports clubs and gymnasiums have sprung up like bamboo shoots after rain. Athletes who become fitness coaches are able to continue to use their knowledge, skills and experience during their athletic career to help others achieve their fitness goals. Retired athletes have a wealth of knowledge and experience in their sport, as well as a deep understanding of training and conditioning. This expertise is invaluable for people who want to improve their health and athletic performance. At the same time, many athletes have a passion for fitness and health that goes beyond their sport. Becoming a sports coach allows them to continue to pursue this passion and share their knowledge and experience with others. In addition to ordinary fitness needs, competitive sports full of competitive spirit attract more and more teenagers to challenge themselves with their high professionalism and challenge, such as ice hockey, tennis, frisbee. Retired athletes can use it as a business point to set up special fitness or challenge bases. They can appropriately simplify the sports they are good at and then apply them to special fitness or youth self-challenge. Such bases can make ordinary people experience the training life of athletes and feel the fun of sports. Adapt to the current fitness trend and meet the needs of teenagers to surpass themselves [9].

3. Conclusion

Through analysis, this paper draws the following conclusion that the employment difficulties of retired athletes are mainly attributed to the following three reasons: first, the impact of three mainstream athlete training modes on the re-employment of retired athletes; second, the impact of China's retired athlete placement policy on the re-employment of retired athletes; third, the capital deprived by the training mode and placement policy of Chinese athletes. Propose the following solutions: (1) They are engaged in physical education or school physical education teacher. (2) Develop a career in entertainment or media through sports. (3) Devote to the construction of sports business and develop private gyms. At the same time, this paper has certain limitations, employment is a problem that all people who just enter the society will have, and the reasons are various. This paper only analyzes some problems existing in the training and placement stage, and employment problems include unemployment and re-employment, career change, job-hopping, etc. Although this paper puts forward some suggestions, most of them are in the placement stage. Therefore, problems after the placement stage are not covered in this paper.

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