

Research on Sports Participation and Service Supply of Urban Residents in Heilongjiang Province

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Abstract: With the development of China's market economy and the transformation of government functions, China's sports public services are gradually maturing and improving. The research on sports public services is mainly reflected in the development status, supply methods, equalization, and system construction. However, little research has been done on the participation of residents in sports public services. This paper focuses on the issue of residents' participation in sports public services, filling in the gaps in this area of research.

1. Introduction

Under the general trend of the development of sports public services in China, the sports public service in Heilongjiang Province has been well developed. The sports department of Heilongjiang Province accurately grasps the new opportunities and new requirements brought about by the development and prosperity of culture to the development of sports, and thoroughly implements the “National Fitness Regulations” and the “Heilongjiang Province National Fitness Implementation Plan”, further improving the public sports service system and expanding its the breadth and depth of national fitness has promoted the rapid development of mass sports. For example, in the aspect of national physical fitness monitoring, in 2012, the Provincial Sports Bureau triggered the “Notice on Conducting Physical Fitness Measurement and Health Guidance Pilot Work in the Province” and established a network of “Physical Measurement and Health Guidance Stations” at the provincial, city and county levels. To provide scientific and health guidance for the masses; in sports instruction services, Heilongjiang Province declares national social sports instructors every year and regularly conducts new counselors training. In 2013, the Sports Counselor Association was established. In terms of sports activities, in 2012, Heilongjiang Province held the first Volkswagen Taekwondo Championships, the “Jin Song Cup” veteran cadre bridge competition, indoor soccer competition and other large-scale social sports events.

2. Theoretical basis for the participation of residents' public sports services

The government has been an "economic construction" government for decades since the founding of the People's Republic of China. The main focus is on participating in or intervening in microeconomic activities rather than on public services. Over the past 30 years of reform and opening up, China has made great progress in the transformation of social and economic systems, the innovation of government management concepts, and the overall level of the economy. Therefore, under the guidance of the citizenship standard and the social standard, the government has begun to position itself. The role of the service provider, and through the statutory procedures, in accordance with the will of the citizens to put forward the purpose of "serving the people." Gradually realized the transition from “economic construction” government to “service” government.

In the new public service theory, the first is the transformation of the role of government. The government is not only a service provider, but a mediator, intermediary and referee. For civil servants, their job is not to control or master the direction of society, but to help people express their interests and meet their common interests. The main purpose of public administration is public interest. New public services require governments to bring citizens together. Create an environment

where citizens can speak freely and in good faith. This environment creates a broad-based social vision for communities, governments and countries. The participants in the social vision process are the broad masses of the people and no longer political leaders or administrative officials. The role of the government is to ensure that the process and outcome of the dialogue are fair and just. Citizens express and understand the public interest through equal dialogue, thus gaining a broader and deeper understanding of the public interest. Strategic Thinking, Democratization Action Strategic thinking is a policy and policy that meets public needs through democratization actions. The government unites various social groups, educates citizens and inspires their strong desire to participate. Make each group work together to create opportunities for participation and cooperation. In this process, the government plays a vital role. The government must be open, accessible, and responsive to ensure that the government operates for civic services and creates opportunities for civic values.

3. Factors Affecting the Participation of Sports Public Service in Heilongjiang Province

Some theories in economics can be applied to the participation behavior of residents' public sports services. For example, people are rational economic people and pursue their own interests. Knowing the rational actors, in the alternative action plan, the actors will automatically choose the action plan that best meets their needs and is the most valuable. Residents' participation in sports public services is, in essence, driven by interests. The most basic driving force for individuals or organizations to make certain choices is the benefits. The interests referred to here refer to the resources and conditions that people need to survive, enjoy and develop. It includes both material and spiritual interests, rather than simply referring to the individual's economic interests.

At present, the sports public service in Heilongjiang Province is still in the initial stage of development. Under the condition that there is not enough cohesive force to unite the residents into a "social community", the driving role of interest in the participation of residents still occupies a considerable proportion. If residents agree to participate in the activities and believe that participation can achieve their goals and make them truly affordable, then they will have a great interest and have the motivation to participate. Conversely, residents believe that the content of participation is not related to their own interests or has little to do with them, then they will abandon the behavior of participation. That is to say, the interests of the residents are not guaranteed, and the residents will lack the motivation and willingness to participate in the public service of sports. The lack of such motivation ultimately leads to the lack of participation.

The fundamental driving force for residents' participation is the driving of interests. When the interests of residents are violated, a way is needed to express them. The expression of interest is such a form of political participation, that is, in order to achieve a certain goal, citizens directly or indirectly put political demands on the political system through certain channels and advocate interests. The lack of expression of interest is one of the important reasons why residents of Heilongjiang Province participate in sports public services. At present, there is no perfect system for residents to participate in sports public services in Heilongjiang Province, and the promotion is not enough. Through interviews with residents, the author learned that many residents have the intention to participate in sports public services, but can not find ways to participate.

Unlike Western countries, China has a history of two thousand years of feudal rule. Under the influence of feudal autocracy, citizens' awareness of accepting administrative rule is deeply rooted. Since the founding of the People's Republic of China, the government has put forward the idea of "the people are the masters of the country" with democratic consciousness, but the democratic consciousness of the citizens has not been improved. In the early days of the founding of the People's Republic of China, China implemented a planned economy. Citizens depended heavily on the government and units in many social affairs. With the transformation of the planned economy into the market economy, the democratic awareness of citizens has been improved, but it has not reached the requirements of the participation of sports public services for residents. The residents' participation in sports grassroots mass organizations is weak. On the one hand, the grassroots mass organizations in Heilongjiang Province did not fully reflect the nature of autonomy because they

were excessively responsible for the work entrusted by the government. Therefore, they gradually became the auxiliary institutions sent by the government. The spontaneous sports organizations of the private sector do not have good development space because of the lack of government support and help. On the other hand, citizens in the subconscious mind regard these sports grassroots mass organizations as part of government agencies or institutions that help the government to implement policies, rather than organizational units closely related to their own interests, and naturally will not actively participate. Go to the daily management of the organization.

4. Countermeasures for improving the participation of sports public services in Heilongjiang

The primary task of improving the participation of residents in sports public services is to revise and improve the existing laws so that there are laws to follow. Residents participating in sports public services will have various problems in the continuous development, and the basis for solving these problems is related laws and regulations. At present, China has introduced many laws and regulations for sports public services, but there are not many laws and regulations for residents to participate in sports public services. In terms of the community, the current community does not have regulations and measures for residents to participate in sports public service packages. Therefore, the formulation of specific and feasible rules and regulations is the primary problem that legislators need to solve. From the government's point of view, the government should withdraw from the position of the community leader, giving the community organizations more power to formulate rules and regulations in line with the development of the community, and the community is included in the track of legal management. In terms of residents' participation in sports public services, the government should listen to the opinions of community organizations and residents, and the community neighborhood committees organize their own characteristics, and after comprehensive opinions, formulate development plans and related policies with community characteristics.

Training various types of sports public service organizations is a fundamental measure to promote the construction of sports public services and participatory development. Through the establishment and training of various organizations, the enthusiasm of residents' participation is mobilized, and a diversified service platform is provided for the participation of residents, thereby promoting the overall development of sports public services. Take the community as an example, in a community, establish sports public service organizations with different levels and different needs, and connect them into a network; between adjacent communities, sports public service organizations maintain mutual relations, resources are optimized and complementary, even Become a larger service network. This can effectively improve the organization of community sports public services. At present, the community management model of the "social support network" system is widely used in the Hong Kong community. It can make full use of the existing human and material resources to provide services to the people in need and save expenses. However, it has limitations and belongs to non-professional informal services, so it must be combined with formal services to form a complementary. The sports administrative department should combine the characteristics of the community in Heilongjiang Province with the experience of the "social support network" system, and establish an informal "social support network" system and the formal combination of formal sports public services to meet the actual operating conditions of the Heilongjiang community.

5. Conclusion

The participation rate and participation level of residents are an important indicator to measure the development of sports public services in Heilongjiang Province. Resident participation is the "inner power source" for the healthy development of sports public services, and is the fundamental guarantee for the construction of sports public services. It is of great significance to how to promote the democratic governance of sports public services in the future.

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