

Research on National Fitness Policy Implementation Based on Smith Model under the Background of Informatization

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Abstract: This paper analyzes the implementation logic, value and predicament of the national fitness policy in China through the Smith model in the information background, and puts forward the optimization strategy. At present, under the existing public policy implementation model, the implementation analysis of national fitness policy is less, and more from the perspective of results. From the perspective of Smith model, the national fitness policy implementation dilemma: the systematic lack of policy text; Lack of coordination among policy implementers; The policy target group has a low sense of identity; Resource and environment imbalance in policy implementation. Optimization strategy: Scientifically optimize the national fitness policy, coordinate multiple implementation subjects, enhance fitness awareness and enhance policy recognition, enrich policy implementation resources and optimize the guarantee mechanism.

1. Introduction

With the continuous progress and development of human society, new technologies are also emerging. Information technology is one of the important representatives. Information technology has penetrated into all aspects of society, among which, it has brought some profound changes to the field of public management policy implementation^[1]. The implementation of the national fitness policy is one of them. The national fitness policy is the planning program of the Party and the state to guide the development of the national fitness cause, and is the material guarantee for building a powerful sports country. The national fitness movement is an important content of China's comprehensive sports cause, it plays a decisive role in improving the national physique, promoting economic construction and social development^[2]. In recent years, governments at all levels have earnestly implemented the national fitness program to continuously meet the increasing needs of people for fitness^[3]. In this process, remarkable achievements have been achieved, but shortcomings can also be said to outweigh the defects^[4]. The rationality and feasibility of implementing the policy of "national fitness" is the key to realize the goal of "national fitness"^[5]. The key to achieve the goal of "national fitness" to "policy effect" is to implement the "national fitness" policy^[6]. Therefore, under the background of information technology, this paper adopts Smith policy model to analyze the actual situation of China's national fitness program, clarify the hindrance factors, and put forward corresponding countermeasures and suggestions.

2. Interpretation of the Implementation Framework of National Fitness Policy from the Perspective of Smith Model

2.1 Smith Policy Implementation Process Model

Smith's "Policy implementation model" is a typical international policy implementation model, which was first created by Smith^[7]. The research finds that in the process of policy implementation, there are four main factors: (1) ideal policy: this is the rationality, feasibility and clarity of the policy, which is the prerequisite guarantee of policy implementation; (2) The implementation agency: that is, the "subject of policy implementation", mainly refers to the organizational structure of the policy

implementation organization, the implementation ability and level of the executor;(3) Target group: that is, "the most direct target group of policy implementation", this part of people's identification and acceptance of policy implementation can produce direct feedback on the effect of policy implementation;(4) Social environment: This part mainly plays an important role in the implementation of public policies from the political, economic, social, cultural and other aspects. In view of the "irresistible" factor in policy implementation, it often causes a "tense" situation among the three elements of the ideal policy, the implementation subject and the target group, and it is difficult to achieve the expected goals of the policy. Therefore, it is necessary to establish an internal policy implementation system through the three mechanisms of "processing", "establishment" and "feedback" to achieve the internal coordination of policy implementation. (See Figure 1) This study aims to reveal the role of the four elements in the interaction, mutual resolution, mutual generation, and feedback to policy implementation. National fitness is an important public policy. The concept, subject, target group and social environment of Smith's policy implementation model are interrelated.

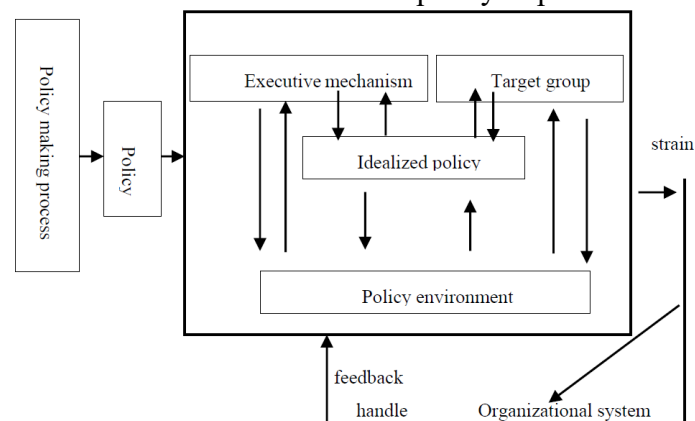


Fig. 1. Smith policy implementation process model.

2.2 National Fitness Policy Implementation Process Model

At present, China's national fitness program has been fully implemented. On this basis, this paper establishes the implementation model of national fitness policy based on Smith policy. (See Figure 2) (1) Ideal policy: From the policy level, the National Fitness Plan is a national sports policy promulgated by The State Council. The ideal concept of "national fitness" aims to strengthen people's physical fitness and solve the sports needs of ordinary people. Governments at all levels should formulate practical and feasible implementation plans in accordance with the National Fitness Plan issued by The State Council and in light of the actual local conditions and the degree of informatization.(2) Executive agencies: The formulation and implementation of the national fitness policy is carried out in accordance with a top-down hierarchical structure, with the participation of sports departments of provinces, municipalities and autonomous regions as well as civil social sports organizations in the implementation. Because the national fitness policy issue is complex, its effective implementation not only tests the importance of various executive organs, but also tests the organizational construction and cooperation of various departments, and also tests the implementation ability and implementation level of policy implementors. (3) Target groups: The National Fitness Programme is aimed at the whole country, mainly at adolescents and children. The recognition, acceptance and obedience of the target population to the national fitness policy will not only affect the implementation effect of the policy, but also have a feedback effect on the implementation process of the policy to a certain extent. (4) Social environment: The environmental factors for the implementation of the national fitness program mainly include political, economic, social and cultural aspects. Its effective implementation will be affected by various variables. The incoordination or incoordination between the four elements in this model will directly affect the effect of the implementation of the national fitness policy, so that the implementation of the policy can not be achieved.

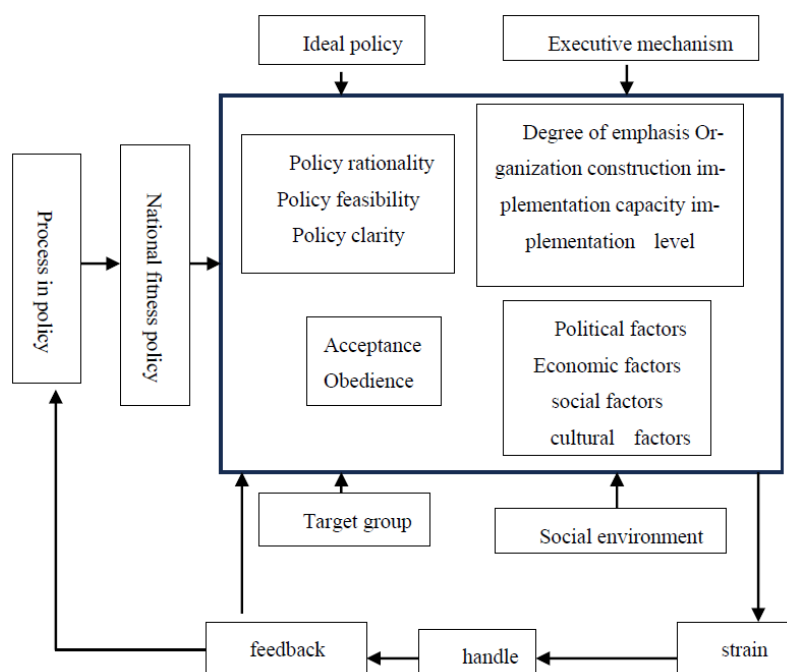


Fig. 2. Smith policy implementation process model.

3. Practical Difficulties in the Implementation of National Fitness Policies

3.1 Systematic Lack of Policy Texts

National fitness policy ontology system refers to the national fitness policy system is a complex system, to coordinate the elements and elements, the whole and part, the whole and the environment between the relationship, to promote the elements and process of mutual cooperation, mutual promotion, so as to achieve the best actual results. On the one hand, in the more developed economy, sports public service facilities are relatively sound, and the degree of information is relatively high, the effectiveness of the implementation of the national fitness program is better than that of the economically backward and conservative places. In the process of implementing the national fitness program, due to the restriction of the level of economic development, it is easy to produce the idea of "humanism". In the process of policy formulation and implementation, there are many references to the relevant documents issued by the higher government, which results in the lack of value rationality and innovation of the policy itself. In addition, in some regions, due to the lack of timely provision of policy texts, the transmission of documents at the upper and lower levels has further aggravated the imbalance in implementation. Lack of coordination among policy implementation subjects.

3.2 The Policy Target Group has a Low Sense of Identity

The implementation object (target group) in Smith's model is the object of policy implementation and the ultimate beneficiary. The formulation and implementation of the national fitness policy are closely related to the interests of the target group, and the awareness and compliance of the target group to the national fitness policy directly affect the implementation of the policy. As one of the target groups of the national fitness policy implementation, social organizations are difficult to get rid of the support of the government. In order to maintain survival, social organizations are prone to utilitarian and short-sighted phenomena. First, grassroots people's consciousness of political participation is not strong, and they lack a voice in decision-making and implementation, resulting in a low degree of democratization in decision-making; Second, due to the lack of supply of fitness services for the rural masses, there are serious shortages of sports venues, weak infrastructure and other problems, it is impossible to ensure people's needs for physical exercise, resulting in low participation of the public, and the degree of recognition of the national fitness policy issued by the local government has also declined. Third, the effectiveness of the implementation of the national

fitness program depends on financial and policy support, and there is a shortage of funds in every region of our country.

4. Path Selection of National Fitness Policy Implementation

4.1 Scientific Optimization of National Fitness Policy

Governments at all levels should continue to promote the top-level design of national fitness policies and the actual situation between regions, strengthen the scientific, legal, systematic and continuous national fitness policies, so that the content system of national fitness policy implementation is more in line with reality. First, the implementation of the national fitness policy is a complex process, involving finance, finance, taxation, land and other aspects.. In addition to the "National Fitness Program Outline", "National Fitness Regulations" and "National Fitness Implementation Plan", it is also necessary to promulgate supporting policies and regulations such as "supervision and evaluation", "mobilization and incentive", "financial allocation" and "rights and interests protection", taking into account the policy implementation objectives, implementation agencies, implementation objects, and environmental resources, clarifying the division of powers and responsibilities, formulating implementation standards and standardized operating standards. Avoid repeated policy provisions, ambiguous words, etc., to ensure the cohesion and continuity of policies. Second, governments at all levels should practice, understand the people's fitness needs, investigate the practical problems existing in the implementation of the national fitness policy, and sum up experience.

4.2 Coordinate Multiple Executive Bodies

Evaluate the implementation subject. Governments at all levels should formulate relevant evaluation systems, incorporate the effectiveness of national fitness work into the work evaluation system of each functional department, and closely combine the effect of policy implementation with the "interests" of each implementation subject, so as to effectively mobilize the enthusiasm of each implementation subject. Fourth, the multi-participation of policy implementation subjects; Break through the traditional practice that the main body of the implementation is the sports administration, education and other departments, and actively introduce social forces. At present, China has basically formed a national sports administrative organization as the main body, supplemented by the government, relevant functional departments and social organizations. At the same time, the market mechanism will be introduced, the threshold of entry will be lowered, supervision will be strengthened, and various social forces will be encouraged to participate in national fitness services through various ways such as government purchase and enterprise contracting. In the context of informatization, diversified executive bodies should scientifically and reasonably use relevant technologies, such as big data and 5G network, to improve the efficiency of policy implementation. At the same time, pay attention to the establishment of resource information sharing mechanism among various subjects, and train digital and information professionals.

4.3 Enhance Fitness Awareness and Enhance Policy Identification

The results show that the participation level of the target population in the process of policy formulation and implementation is directly related to the implementation effect. Only in the wide collection and acceptance of public opinion, scientific decision-making can be fully reflected. First, in the process of formulating the national fitness policy, the grass-roots government should bear in mind the original intention of formulating the policy, and run the people-oriented values through it. At the same time, it should also be noted that more people should be involved, so as to meet the actual needs of people for physical exercise to the maximum extent, and reflect the main role of the public in the decision-making process. Second, when evaluating the national fitness policy, the grass-roots government can incorporate the opinions of the public and give them the corresponding voice, so as to make the policy evaluation more open and transparent, and improve the openness of the grass-roots government on the implementation of the national fitness policy. We will actively promote

cooperation between the government and private capital to raise the awareness of fitness among the whole people. The grass-roots government can disseminate the national fitness information through some information technology means, and encourage the grass-roots government and the masses to carry out barrier-free, all-channel and real-time communication through information channels.

5. Conclusions

At present, the state has paid great attention to the development of national fitness. Governments at all levels are earnestly implementing the plans of the Central Committee and The State Council on national fitness, and actively promulgation of local national fitness policies, which brings an unprecedented opportunity to implement the national strategy of national fitness. Exercise is good medicine. Good health means good life and good work. Everyone moves, everyone is healthy, everyone is happy. The implementation of national fitness policy is a complicated project. The Smith model provides a new perspective to examine the problems of national fitness policy. By embedding national fitness policy into the Smith model, it is found that many problems are hindering the high-quality development of national fitness policy. At the same time, integrating some information factors and technologies into the process of Smith's model is more in line with the requirements of modern society for policy implementation. Therefore, from the four dimensions of the policy text, the implementation subject, the target group and the implementation environment, the national fitness policy can be better put into practice and achieve the maximum benefit of the policy.

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