

# Research on the Efficiency Model of Urban Public Sports Service

Chao Chen

Northwest University, Shaanxi, Xi'an, 710069, China

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**Abstract:** Urban public sports needs are the basic sports needs in people's social life. Urban public sports services are not only the main functions of the government, but also the important areas in which various social organizations participate and play their roles. On the basis of defining the equalization of public services, this paper puts forward the meaning of equalization of urban public sports services: public organizations can provide basic urban public sports products and services in accordance with the national general and consistent standards, taking into account the needs of citizens' life and entertainment. Through literature research, expert interviews and comparative analysis, the combination of factor analysis and model is used to establish the urban public sports service index system, so as to realize the evaluation of urban public sports service efficiency. The aim is to closely focus on the sports demand of the masses, improve the quality and efficiency of urban public sports service government supply, further promote the construction of urban sports and leisure cities, and enable more citizens to enjoy urban public sports services, and the basic sports rights are effectively guaranteed.

## 1. Introduction

The goal of public service is to maximize public interests. Sports service plays a great role in human development. Physical exercise not only affects the health of individual citizens, but also affects social health. As an important part of basic public services, urban sports service facilities are also the product of sports socialization and the important content of urban spiritual civilization construction [1]. We must strengthen the supply capacity of urban public sports service, improve the efficiency of urban public sports service, realize sports power, and promote the coordinated development of economy and society. In our country, sports belongs to public utilities and public services to a large extent. Providing urban public sports services for citizens is one of the important responsibilities of governments at all levels. The national "Twelfth Five-Year Plan" also proposed for the first time to improve the basic public service system, and to make great efforts to develop various social undertakings including urban public sports as its important content [2]. Gradually achieving the equalization of public services has become an important goal of China's current reform and development, and how to "gradually achieve equalization of basic public services" is one of the key and difficult points of the current reform, and it is also a major theoretical and practical issue to be answered [3]. Based on this, the strategy of improving the efficiency of urban public sports services is proposed. In order to improve the level of urban public sports services, promote the national strategy of national fitness, and develop sports in China, provide theoretical support and practical basis.

## 2. Factors Affecting the Efficiency of Urban Public Sports Service

The formation and development of a relatively complete urban public sports service system has become an important part of the goal of building a well-off society in an all-round way. Urban public sports service refers to the public sector with the government as the core. In order to guarantee the realization of the sports rights of individuals or organizations and meet the needs of urban public sports, the city's public sports resources are allocated according to the scope of powers and responsibilities prescribed by law, through direct and indirect. Other ways to provide public behavior of shared sports services. The government as a purchaser must accept the efficiency

evaluation, and the non-profit organization or enterprise as a service producer should accept the service quality evaluation [4]. Based on the analysis of other concepts of public service system, the concept of urban public sports service system is constructed, which is an organic whole composed of elements to meet the needs of urban public sports. According to this understanding, whether the equalization of urban public sports services can be achieved depends first on the supply system of urban public sports services. From the perspective of safeguarding and improving people's livelihood, it is considered that the urban public sports service system is closely related to national health and people's livelihood, and is an important part of the basic public service system [5]. The scale of sports management department is represented by the proportion of sports system administrators in sports management department, and the correlation between the scale of government sports management department and the efficiency of urban public sports service is tested.

There are many input and output indicators for evaluating urban public sports services in different regions. First, we use factor analysis to get the score of variables on each factor, and then take the score of factors as input and output variables. As the basic city public sports service is fair, equal and universal to all citizens, its publicity is stronger, reflecting the distinct nature of security and equality, so in the supply of basic city public sports service, we still adhere to the principle of government responsibility. For the social environmental factors affecting the efficiency of urban public sports services, the following categories are generally included: population, regional economic level and the size of government urban public sports management departments. The factor analysis method eliminates the strong linear correlation between the input and output variables. Each factor has a significant significance and can better reflect the benefits of public sports services provided by regional cities [6]. It is basic or non-essential to distinguish the content of public sports services in a certain type of city. It can be seen whether it is closely related to the sports rights and interests of the people's basic life in a short period of time, and the publicity and marketization degree of this service. High and low. On the other hand, we can also give full play to the specialization of these departments and provide better sports public services. For example, sports facilities services, sports guidance services, etc., so the form of urban public sports services belongs to the category of mixed products.

China's urban public sports undertakings belong to this model based on their development attributes and characteristics. However, due to the influence of various systems in the process of social development, urban public sports' own development strategies are flawed, leading to the lag of urban public sports services closely related to citizens. . Through efficiency evaluation, find out the influencing factors and realize the rational and efficient allocation of urban public sports resources. The principle of combining science and feasibility. The selection of evaluation indicators should meet the principle that the indicators can be quantified, the data can be collected, and the methods can be operated. Make full use of its own resources to make its urban public sports service benefit index reach the best level. In the construction of urban public sports service system, the government adheres to the concept of "service-oriented government" and pushes forward the structural reform of supply side. At the same time, it financially guarantees the effective supply of urban public sports services, especially basic urban public sports services. In recent years, the city has developed rapidly, people's living standards have been improving year by year, and the establishment of urban public sports service system has gradually become perfect. It strongly supports the development of mass sport in the aspect of government finance, and its investment is increasing year by year. If the government's capital input is greater than the service output, then the government purchase is effective. On the contrary, it is ineffective. The key problem is how to use data envelopment analysis to evaluate efficiency.

### **3. Result Analysis and Discussion**

At present, the research on the supply of urban public sports services in China is still in its infancy. The research on the supply of urban public sports service should be based on the reality of the difference of urban public sports service in different regions, change the functions of the

government and promote the relationship between the development of regional urban public sports service. Secondly, we should gradually seek and improve the improvement of local tax revenue. Urban public sports service is public goods or mixed goods provided by public organizations to meet the needs of urban public sports. Therefore, local government providing local public services and central government providing national public services are the most efficient institutional arrangements, which has become a basic principle of public sector economics. In combination with the current supply-side reform strategy, we believe that the scale of urban public sports services needs to be improved. In addition to increasing the scale of urban public sports service investment, we should pay more attention to the supply-side resource structure. Establish a sound interest expression mechanism, unblock the channels of dissatisfaction, and enable various stakeholders to communicate with each other, understand each other, reach consensus, and provide a reliable basis for the next step of coordination. It is necessary to appropriately strive for more social forces to participate in the supply of urban public sports services, encourage more people to participate in government decision-making and supervision, and form diverse collaborations. Responsible for a virtuous circle system.

The efficiency of the government's purchase of community sports public services is evaluated by the efficiency of the government's use of funds. Therefore, the community that purchases sports services is the target of efficiency evaluation. In the process of promoting the equalization of urban public sports services, the financial transfer payment funds should become an important tool for the equalization of urban public sports services in China. In-depth research found that the number of new social sports instructors, the number of new fitness routes, and the number of annual national fitness activities were low. Equalization of sports services. At the same time, we should think rationally about our own limitations, decide to use financial resources according to the order of importance, distribute the limited financial resources rationally, and try our best to provide urban public sports services in the most effective way, so as to avoid unnecessary waste. At the same time, this satisfaction can be quantified by indicators. In the process of government purchasing community sports public service, the community masses are the users of the service and the ultimate service object of government purchasing community sports public service. To improve the per capita area of mass sports facilities and the proportion of national physical fitness monitoring investment, in order to better improve the scale efficiency of urban public sports services.

Under the background of supply-side structure reform, urban public sports service resources can be allocated from the actual demand of the whole region through large-scale regional planning, so as to improve the supply efficiency and maximize the efficiency of low input and output. In the process of government function reform and transformation, we should follow the instructions of the central government and gradually delegate power to the relevant departments and the grass-roots governments under their jurisdiction, so that the district and county governments and relevant departments have more autonomous space, and can take different measures according to local conditions, better adapt to the actual situation and characteristics of the region, and improve the local urban public sports service system. Establish the demand expression mechanism of urban public sports service, give residents the democratic right to participate in the decision-making of urban public sports service supply, and make residents' Demand Willingness to urban public sports service truly reflect in the supply of urban public sports service. It is generally believed that in areas with high population density, urban public sports infrastructure construction is better, and the public is more likely to obtain urban public sports service resources. The theory of sports professionalism and the propaganda and interpretation of knowledge guide people out of the misunderstanding of various non-standard competition behaviors, establish the concept of fair competition, and take the road of legitimate business and reasonable and legal pursuit of their own interests. In the actual supply process, the market and social subjects pay more attention to the provision and management of non-basic urban public sports service content, the implementation of government planning plans, etc., while the government mainly plays the role of policy support and macro-control, strengthening non-government Supervision and supervision of the main supply process. On the basis of strengthening government supervision and management, we encourage private and social capital to

enter the supply of urban public sports services and achieve diversified supply, so as to maximize the efficiency of urban public sports service supply.

#### 4. Conclusions

Urban public sports service has become a bottleneck problem restricting the development of sports in China. In the process of developing urban public sports services, we must adhere to the principle of equalization of urban public sports services, and thus ensure that citizens enjoy roughly equal urban public sports services. This paper constructs a model of urban public sports service efficiency. Although the public service issue has attracted the attention of the government, the issues related to the development of urban public sports services are still in the exploration stage. The practice of urban public sports services only provides regional national fitness service products, and its development focus and direction are far from the current urban public sports demand. The efficiency of government supply depends on the mode, content and decision-making process of supply. Since the current system of our country can not achieve the goal of equalization of urban public sports services, we should build a service-oriented government, transform government functions, standardize public finance and transfer payment system, strengthen the construction of urban public sports organizations, and gradually achieve the goal of equalization of urban public sports services in our country. Therefore, in order to improve the efficiency of the government to provide urban public sports services, we need to start from these aspects to find optimization methods.

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