

Research on Service System Construction of Community Sports Construction

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Keywords: Community sports; Service system; Urbanization

Abstract: With the continuous development of social sports, community sports, as an important part of it, has been paid more and more attention. Community sports can effectively improve the physical quality of our country's citizens. In the process of building a well-off society in an all-round way and urbanization in China, community sports has received unprecedented attention. At present, the construction of community sports service system in China is relatively weak. China's urban community sports public service system has entered a new period of rapid development. The effective supply mechanism of diversified service organizations such as government organizations, market organizations and social organizations will become increasingly prominent. This paper analyzes the construction modes of different providers in the construction of the public service system of urban community sports in our country, and puts forward the ways to realize the construction of the public service system of urban community sports in our country.

1. Introduction

Community sports is a very important part of social sports. It is carried out in order to meet the basic needs of community sports, and provides the basis and conditions for improving the physical quality of community residents [1]. Strengthening the construction of sports public service system is an important task put forward by thoroughly implementing the scientific concept of development, starting from the overall layout of the cause of socialism with Chinese characteristics and the overall situation of building a well-off society in an all-round way, and is an inevitable requirement for the prosperity and development of advanced socialist culture and the construction of a harmonious society [2]. With the expansion of the field of community service work and the continuous improvement of the importance of community work, especially the enhancement of people's self-health awareness and the reform of medical system, community sports in our country have gradually received people's attention [3]. Efforts to build a mass diversified sports service system and improve the community sports public service system are the basic functions of the government and a new platform for the government to provide public sports and fitness products and services to the public [4]. Strengthening the construction of public service system for urban community sports in China is to improve the social security system, develop the urban sports industry, and cultivate the urban community sports and fitness market. It is the basic project to strengthen and innovate the urban social sports management and maintain the harmonious construction of urban community sports [5].

The community sports public service system is the sum of the community sports public services that meet the public sports needs of community members, government-led, social participation, and public welfare, and is also an important part of the public services provided by the government [6]. With the continuous improvement of the international status of China's cities, the sustained and steady growth of the economy and the implementation of a series of guidelines and policies such as the expansion of domestic demand, the promotion of urban sports consumption and the acceleration of the construction of a sports public service system [7]. Since the reform and opening up, China's mass sports have developed vigorously, the national fitness campaign has been widely and deeply popularized, and the physical quality of the people has been continuously improved. As an important part of community work, community sports has gradually changed from general and simple development to a period of rapid development with organized, planned and large scale [8]. To achieve the goal of community sports should be the prosperity of the former, and the driving

force is the prosperity of the latter. Therefore, strengthening community sports services is of decisive significance for community sports. As a major part of the national fitness and an important part of community building, community sports should be highly valued by the government. This paper analyzes the construction mode of different supply entities in the construction of urban community sports public service system in China, and proposes ways to realize the construction of urban community sports public service system in China.

2. The Basic Idea of Community Sports Public Service System Construction

At the present stage, urban community sports in our country refers to the regional mass sports that is carried out locally and nearby in a certain area where people live together, taking the natural environment and sports facilities in the jurisdiction as the material basis, taking all community members as the main body, and taking the main purpose of meeting the sports needs of community members, enhancing the physical and mental health of community members, and consolidating and developing community feelings as the main purpose. Since the reform and opening up more than 40 years ago, our country has made great progress in the transformation of social and economic systems, the innovation of government management concepts and the overall level of economy, and the government has gradually shifted from “economic construction” to “service”. District sports will take service as the main way to meet the growing sports needs of residents. This will gradually extend community service to the grassroots, create favorable conditions for the emergence of community sports organizations, and enable the continuous development of community sports service system. The conditions for sports development include economic conditions, political conditions, humanistic conditions, institutional conditions, etc., and economic conditions are the key.

Inadequate investment in community sports leads to relatively narrow public venues, too few facilities, low level of mass sports and weak awareness of mass sports. These factors restrict residents' fitness activities and consumption demand to varying degrees, and social sports output is low. The top three problems that need to be solved urgently in urban community sports are: building sports facilities, organizing sports activities frequently and establishing various sports organizations. For example, Table 1 is a survey of the problems that need to be solved urgently in social sports.

Table 1 Investigation of problems urgently needed in social sports

Urgent problem	Number of people selected	Proportion (%)
Construction of sports facilities	7491	74.8
Regular organization of sports activities	4762	45.6
Establish various sports organizations	3732	37.2
Strengthen Sports Publicity and Launch	2153	34.8
Carry out sports skills training	2241	21.4
Other	369	3.9

Urban community sports public service is an important concept to study social sports public management. From the concept scope, the urban community sports public service system includes maintenance public service, economic public service, social public service, etc. Its scope is wider than other public services. Community sports is an important component of mass sports in our country and the basis for harmonious development of sports with Chinese characteristics. With the development of regional economy and society and the acceleration of urbanization, China's community sports public service system is in a critical period of construction and improvement. The establishment of a perfect public service system for community sports is to provide richer cultural life for community residents and conditions for residents to improve their physical quality [9]. The

new public management theory mainly adopts the management method of entrepreneurs, and improves administrative performance by strengthening market competition and guidance. This market efficiency-oriented government reengineering movement ignores democratic values and people's will. The construction of community sports service system has become an important issue in the current period of social and economic transformation. It is of great significance to improve the quality of social life.

3. Basic Strategies for Perfecting the Construction of Community Sports Public Service System

3.1 Giving Full Play to Government's Guiding Role in Construction

The urban community sports public service system has the characteristics of sharing, non-profit and social benefits in the first place. The construction of public service system for urban community sports should focus on the development of scientific and technological innovation services for urban community sports on the basis of daily service contents such as sports facilities, sports organizations, sports guidance, physical fitness testing, etc. The new public service theory places citizens at the center of the whole governance system and pushes forward the spirit of public service. It emphasizes that the role of government governance should be shifted to service instead of steering and paddling. Its purpose is to enhance the value of public service. The community sports information service system includes four important components: sports information service organizations, sports information management personnel, sports information service network and sports information service infrastructure.

Without a sound community sports public service network, it is difficult to carry out community sports public service activities. Only a stable and well-qualified professional backbone team can carry out community sports public service activities in an all-round, systematic and long-term way and consciously undertake the functions of community sports. Social and economic form is the foundation and important component of social form. The transformation of social form depends first on the transformation of economic form. Economic transformation is the decisive factor of social transformation. In order to ensure the healthy development of sports associations, they must always be under the rule of law, and the development of any activities of sports associations must have corresponding legal basis. Therefore, we propose a hypothetical model in which sociologists have four abilities that play a positive role in the development of a social country. As shown in Fig. 1.

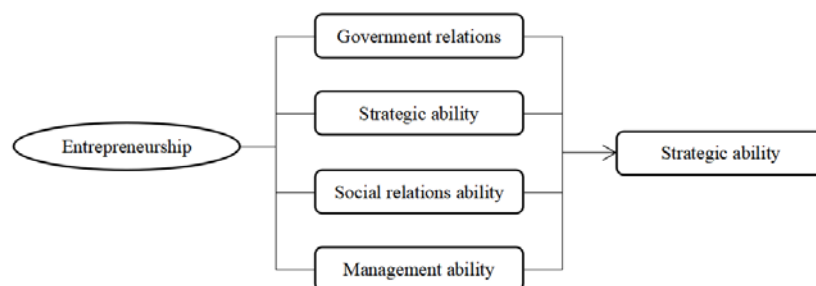


Fig. 1 Research model

Public managers should focus on establishing the concept of shared public interests, the purpose of which is to create shared interests and responsibilities, instead of finding a quick solution to the problem under the guidance of personal choice. Decentralized autonomy and democratic decision-making are conducive to the interweaving of numerous social forces and government forces. Therefore, the government decision-making phenomenon in the process of new rural construction can be avoided, and the rights and interests of farmers can be better protected. For example, Table 2 shows the structural parameter estimation and significance test of China's social transformation indicators.

Table 2 Information fusion parameter estimation and significance test

Path description	Fusion parameters	Path coefficient
Learning ability	6.63	6.65
Promotion ability	5.18	5.23
Management capacity	6.25	5.61

Urban community sports public service system is the basic platform for the government to exercise social management functions and provide sports public services, is an important guarantee for building a harmonious community, and belongs to the category of public financial support. The evaluation of community sports public service often involves many factors or indicators. At this time, it is required to evaluate things according to multiple factors, instead of judging things according to the situation of a single factor. Before the basic survival needs are solved, people's livelihood is important, and the ranking of sports investment in public investment is understandable [10]. With the improvement of living conditions, people's level of demand will continue to improve. After meeting basic material consumption, people will pursue higher levels of enjoyment and development needs. The public interest is not a simple aggregation of individual interests, but an agreement reached through dialogue and consultation on the public interest. Only by making the government aware of the importance of carrying out community sports construction can the related work be better implemented. We should clearly define the position of government departments in the construction of community sports public service system, and give full play to the guiding role of the government in the construction work.

3.2 Reasonable Allocation and Use of Resources

Due to the deviation of cognition and understanding, the development of community sports public service system is unbalanced, which makes it difficult to meet the spiritual and cultural needs of the residents and to actively realize and protect citizens' basic sports rights and interests. The noumenon meaning of sports consumption is the personal consumption behavior that the individual pursues development and enjoyment after satisfying the basic living consumption, and it is also the personal consumption behavior in the leisure time other than completing normal work and necessary housework. In the supply of urban community sports public service system construction, developed countries attach great importance to strengthening the partnership between government, market and society. At this stage, the competent departments of community sports public service systems at various levels are not clear. Community sports organizations rarely adopt community management methods, and there is no relationship between rights and obligations between communities and members. The community sports organization management service system is one of the important means to mobilize the majority of residents to participate in fitness activities. It plays an important role in helping community residents achieve fitness goals and achieve community sports goals. The relationship between government and citizens is different from the relationship between enterprises and customers. Public managers must not only respond to the needs of citizens, but also focus on fostering cooperation between government and citizens.

4. Conclusion

China's investment in social sports is far less than that in competitive sports in the same period. The lack of public investment is an important reason for the low level of mass sports and the weak awareness of mass sports. In order to achieve effective results in the construction of urban community sports public service system, the government needs to issue relevant policies, organize the implementation of specific measures, and realize a balanced supply policy for the construction and development of urban community sports public service system. The government should find a good role in the construction of community sports public service system and give full play to its guiding role. Urban community sports public service system construction is a new stage in the development of China's sports industry, featuring fairness, equality, public welfare, diversity, convenience and popularity. The community sports public service system is the urgent task of the

current development of social sports work. Only by clarifying the positioning and development direction of the community sports public service system can the community sports public service obtain long-term and stable development. Furthermore, it establishes the status of community sports in social public investment, so that it is truly included in the national economic and social planning, and strives to build a community sports service system and a benign operation mechanism that is in line with China's actual situation and scientific perfection.

Acknowledgement

Subject name: Research on the Motivation and Innovation Path of Sports Fitness and Leisure Industry Development in Sichuan Province.

Subject number: XXTYCY2019D06

Level: Provincial

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