

Research on the Development Path of Public Welfare Sports Service in Urban Community

Ming Zi^{1, a}

¹Department of Physical Education, Heilongjiang Bayi Agricultural University, Da Qing 163319, China.

^aziming555@163.com

Abstract

Based on the characteristics of community public sports service and the problems existing in the process of community public sports service, this paper put forward the main path of development of urban community public sports service. It aims to promote the development of the urban community public welfare sports activities, enhance the consciousness of community residents to keep healthy and accelerate the construction of harmonious society.

Key words

Community; The public welfare; Sports service; Development path.

1. Introduction

With the development of the society, sports not only satisfy citizens to participate in physical exercise, but also promote the construction and development of a harmonious society. As a form of social service, sports service is in essence to meet people's spiritual, cultural and material needs. The rapid economy development of Daqing city and the diversity of community service forms promote the development of public welfare sports service in urban communities. The construction and development of harmonious society are inseparable from the public welfare community service. Correctly understanding the relationship between the public welfare community sports service and the development of politics, economy and culture is of great value and significance for promoting the construction of harmonious society and providing the level of physical and mental health of the whole people.

2. Definition of public sports service in urban community

Urban community is a kind of community with larger scale and more complex structure, which is based on non-agricultural industry or secondary and tertiary industry. The essential characteristic of a city lies in its large scale and high density of population and the agglomeration of non-agricultural industrial activities in a certain regional space. The main task of urban public welfare community sports service is to provide basic guarantee for urban residents' fitness and leisure activities, and then gradually promote the strategy of national fitness project among the general citizens. Urban public welfare community sports service refers to the community sports service mode. The government is in the charge of investment, construction and management of sports equipment. It serves the urban community residents and to implement the strategy of the national fitness as the main purpose. At present it is the basic type and important way of our country city community sports service and its property belongs to public welfare undertakings of physical culture and sports culture.

3. Characteristics of public sports service in urban community

3.1 Comprehensiveness of service content

Community public welfare sports service advocates popularization in content and the service content should be suitable for the majority of community residents, so that more community residents can participate in it, and experience the fun brought to them by sports, and achieve the purpose of building a harmonious society. Community public sports services should be easy to carry out within the community and facilitate communication and learning among community residents, so that the community residents experience enjoyment when participating in sports activities.

3.2 Universality of service objects

As the economic conditions are getting better and better, the living standards of community residents are constantly improving, and their health requirements are getting higher and higher, so more and more people take part in physical exercise. Public sports service has the characteristics of universality on the service object. The object served by community sports service is not a group of people, but has the characteristics of diversified and multi-level, so different features of the service objects should be considered when organizing the community sports activities, so as to meet their interests and needs, and can truly reflect the characteristics of public welfare.

3.3 Mutual assistance of services forms

The form of community public welfare sports service more advocates the sports spirit of participating in sports service of each person, and constantly guides the majority of community personnel to participate in community sports service. Through mutual assistance and other ways, the development of community public welfare sports service is promoted.

4. Problems existing in the public welfare sports service in urban community

4.1 Lack of corresponding rules and regulations

Rules and regulations are important reference basis for carrying out various work. In order to better promote the development of public welfare sports services in urban communities, China has formulated the corresponding rules and regulations, but due to the lack of implementation in the process, some rules and regulations are virtually empty, resulting in a serious impact on the development of public welfare sports services in urban communities. With the continuous development and expansion of urban communities and the continuous enhancement of community residents' health awareness, it will play a positive role in promoting both the development of community activities and the residents' health awareness to strengthen the enforcement of regulations and regulations on public welfare sports services in urban communities. Ratio of facilities and personnel in community sports playgrounds in China has a clear requirement, but because of the enforcement of regulations is not enough, some community sports activities such as chess and card room are converted into parking lot, so some community residents have to go some place which is not suitable for sports activities. Service personnel can not complete their work tasks, some community sports instructors exist in name only, they do not carry out necessary sports knowledge guidance. The main reason is that most community sports instructors are part-time, and have not received special sports knowledge training.

4.2 High mobility of service personnel

Community sports service personnel mainly refer to community sports staff and the guidance staff of community sports activities. At present, the majority of urban community sports staff are part-time, community sports guidance staff is not fixed, most of them are community residents organized together spontaneously.

5. Development path of public welfare sports service in urban community

5.1 Improve enforcement of rules and regulations in community sports services

The construction of community sports facilities and the proportion of community sports service personnel shall be carried out in strict accordance with the national rules and regulations, and the enforcement efforts should be strengthened. Regular inspection and guidance should be given to all communities. If sports facilities are found to be used for other purposes, immediate rectification should be required, and community sports service personnel should be assessed regularly. Unqualified persons are required to take the community sports service personnel examination organized uniformly in the city. It is necessary to establish and improve the community sports service examination evaluation system and organize relevant departments to evaluate the community sports work. Evaluation contents include the number of each year to carry out sports activities and the projects, especially the number of the participants should be examined strictly, so as to avoid the

phenomenon that only some certain people join in the activities, although many projects are organized. This is absolutely unacceptable. Community sports services are public welfare, and we cannot spend everyone's public welfare on a few people. Only when the majority of the community residents participate in the community sports activities, can we truly reflect the public welfare of community sports.

5.2 Accelerate the construction of community sports facilities and resource sharing

Government should give stronger supports. When real estate in the new community is declared, the government should give some attention to enterprise policy to support the construction of sports facilities combined with the community sports facilities construction plan, which can make these enterprises with get more development opportunities. On the renovation of the old community, some unnecessary landscape modelling should be removed, and transformed into places suitable for carrying out sports activities. It is very necessary to realize resources sharing between the campus and community. Some primary and secondary school close to residential areas have not realized the sharing of sports resources with community residents. some students even can not enjoy the opportunity to exercise. This kind of phenomenon seriously affected the enthusiasm of community residents to participate in sports activities and the improvement of students' physical quality. The school, as the representative of public places, should reflect its public welfare, and open to students and the community residents, which will promot the public welfare of community sports service.

5.3 Increase personnel training for stable community sports service personnel

The stability of the community sports service personnel is the precondition to carry out sports activities. The phenomenon of unstable community sports service personnel should be improved. Specialize staff should be set up in community to organize the activities of the community sports service such as community daily sports work, and the management of the community sports and community sports personnel. We could absorb social sports professional talent as community sports activity instructor or set up community sports service volunteer team in the community, also can select talents from some schools and education and training institutions, and let them serve as community sports instructor, which has important practical significance for the establishment and development of community sports activities. the training of community sports service personnel should be increased. The service quality and level of community sports service personnel can be improved. They could learn advanced experience in cities where community sports activities have been successfully carried out through network training or learn the sports activities suitable for the community to improve the current urban community sports service deficiencies.

5.4 Increase publicity of community sports service public welfare and improve community residents' awareness of exercise

Community residents is the main part of the community sports activities. These activities should be publicized through television, newspapers and network platform to promote the urban community sports activities carried out, highlight the community sports service public welfare and improve the understanding of the importance of physical exercise of community residents. Therefore, they can actively involved in the community sports activities and enjoy the pleasure of sports activities. Urban community sports activity places are gradually increasing and community sports activities are increasingly rich. Accelerating the construction of public sports service in urban communities plays a positive role in promoting the construction of a harmonious society, improving people's living standards and enriching spiritual and cultural consciousness.

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