

Research on the Demands for Urban Community Sports Public Service in Western China-Take Suining City as an Example

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Abstract

After the Beijing Summer Olympics was held successfully, the advancing direction of China's sports cause has a new position, plan and development, and the development goals have also shifted from competitive sports to the development of sports public services for mass demand. In addition, as the country brings sports public service construction into the emphasis of work, the increase in residents' income and the improvement of living standards, China's residents demand for sports public services has also increased dramatically.

Keywords

Urban community, sports public service, demand.

1. INTRODUCTION

The economic base determines the superstructure, as China's economic growth raced ahead; people have more leisure time to enjoy life. In order to enrich people's leisure life, the state provides guidance and implementation policy. The Party Central Committee and the State Council vigorously support local governments and units to launch the "National Fitness Plan" project, which not only improves the physical exercise of masses' participation awareness, but also makes the majority of participants feel the positive role of physical exercise in promoting physical and mental health. Under the current whole environment, China's sports public service system still has many shortcomings in resource allocation and resource utilization, however, with the acceleration of China's economic development speed and the enhancement of people's health awareness, the public's demands for sports public services are also gradually increasing. In order to improve the various indicators of China's sports public services in our country and maximize the utilization and transformation of resources, the overall system of sports public services has reached a new stage and level, moreover, in order to make participants enjoy better sports public services and help China's mass sports cause head toward a new step.

2. RESEARCH PURPOSE AND SIGNIFICANCE

2.1. Research Purpose

With the gradual acceleration of the reform and opening up process, China's economic construction has achieved gratifying results. In the meantime, the state's emphasis on the development of sports public services has gradually increased, and scholars' research on sports public services has also increased. Reform and opening up have brought about rapid economic development, but it has led to uncoordinated social development to a certain extent, which directly slows down the speed of China approaching to a comprehensive well-off society. Through the efforts of Suining Municipal Government, Suining City has made some achievements in the development of sports cause. However, as residents' demands for sports

are constantly changing, it can be seen that the government's efforts to solve the problem are not big enough; only after comprehensive and in-depth understanding of the diverse needs of the masses can the government propose targeted improvement measures.

2.2. Research Significance

Suining City is a prefecture-level city with a population of 3.8 million, with the successful conclusion of the 12th Provincial Games; sports center that can accommodate 30,000 people, high-quality and high-configuration tennis court, basketball court, swimming pool, football field and other sports facilities are presented to the citizens. With good sports facilities, how can the masses choose the exercise events that suit them according to their physical conditions and needs, how to use the correct scientific methods for physical exercise, how to fully enjoy sports public services under economically limited conditions, how to adjust sports events according to changes of their physical condition, how to guide everyone to exercise scientifically and reasonably, these are the problems that need to be solved in the development of community sports public services in Suining City.

Due to the rapid development of the economy, the people in our country are pursuing high-quality life, and the exercise awareness of the masses is gradually increasing. Obviously, in a short period of time, limited community sports public services cannot meet the growing sports needs of the masses. This paper proposes suggestions for improvement pertinently by understanding the community residents' demand expression for sports public services in Suining City, make residents' demand for sports public services in the of Suining City maximally improved, it is of great significance to improve the overall level of sports public services in Suining City, better provide services for residents, and promote the implementation and development of national fitness. Sports public service is an important part of the public service system, this paper finds the factors that restrict the sports public service in Suining City through investigation and analysis, not only provides advice and suggestions for the sports related departments in Suining City, but also makes the sports department improve sports services, only the sports public basic services can be built well promote the effective supply of sports public services in Suining City..

3. REASON FOR TAKING SUINING CITY AS AN EXAMPLE

The 12th Sichuan Games was solemnly opened in Suining. In order to make the 12th Sichuan Games smoothly held, the Suining Municipal Government and the masses had carefully prepared for four years, successfully presented sports spectacle with "healthy sports, beautiful Suining" as theme, and has the characteristics of Suining, the "healthy and happy" and "all-people participation" sports elements had been fully reflected. While paying attention to the development of competitive sports, Suining City also listed public sports service construction as its working emphasis. Suining municipal sports bureau promulgated the "Implementation Suggestion on Strengthening the Construction, Management and Maintenance of Public Physical Fitness Facilities in Suining City" and put forward the following main suggestions: the governments of all districts (counties) should increase the construction of public sports facilities; accelerate the pace of public sports facilities free of charge to the public, extend the opening hours of sports venues during holidays; moreover, encourage sports venues of all units and schools to set up free open day activities; prohibit any unit or individual from encroaching on public sports facilities, in allusion to the special physical conditions of the old and the disabled, and provide customized sports public service. The detailed and comprehensive nature of this suggestion fully reflects attention of Suining municipal government for the management of public sports facilities. According to the specific consumption level of the citizens, Suining municipal sports bureau try to meet the citizens' fitness needs, Suining municipal sports bureau has formulated a plan to open the venue to the public for free or low fees, It is expected that the

number of beneficiaries will reach 895,000, there is no less than 330 days free of charge throughout the year. In order to achieve the goal of equalization of public services, and provide sound basic public services for the masses in the two districts and three counties of Suining City. Therefore, as a small and medium-sized city, Suining City is typical in the construction and development of sports public services, and can provide references for other small and medium-sized cities.

4. URBAN RESIDENTS' DEMAND ORDER FOR COMMUNITY SPORTS PUBLIC SERVICE IN SUINING CITY

In order to fully understand the demand order of community residents for sports public services, this title has set a total of 11 options; it requires residents to choose the three sports public services that are most needed from the eleven sports public services, and then the most needed for residents to choose, the first item is 3 points, the second item is 2 points, and the third item is 1 point, the calculation method is: (the number of people who choose the first item \times 3+ the number of people who choose the second item \times 2+ the number of people who choose the third item \times 1)/3, which can directly observe the sports public services that community residents need most. In the end, the top three are in turn: to provide sports facilities for participating in sports activities, to provide scientific fitness guidance to residents, and to organize residents to carry out daily physical activities. It can be seen from the results that the three sports public services that residents need to improve most are the development basis of mass sports and the key measures to improve the public services of urban community sports. What residents want to improve most is the provision of sports field and facilities, the main reason for dissatisfaction is the limited sports land in the community, and usually the sports fields and facilities are single and traditional, for example, the sports facilities in the community are mainly twisting devices, riding machines, back massagers and some basic sports fitness facilities, stadiums and other sports facilities are rare, under the restrictions of the venue facilities, the residents are troubled by the development of rich sports activities, and residents' basic exercise demands cannot be met. Secondly, the residents hope to improve the science and fitness guidance, nowadays, the improvement of living standards, the times of material abundance, over nutrition, frequent social intercourse make the physical condition is in sub-health, obese people are more and more, residents hope to participate in sports activities, and are their favorite sports program, through the scientific exercise method, achieve weight loss, improve health, improve the quality of life, but the general phenomenon is that most residents do not grasp scientific fitness method. And go to the gym to exercise, consumption of personal trainer is high, affected by the economy, it is the way most residents will not choose and will not accept, so residents hope to enjoy the free professional related sports public services provided by the government in the communities where they live, such as professional social sports instructors are invited to teach residents some scientific exercise methods, or according to the diverse needs of different groups of people, meet the scientific fitness needs of different groups of people, while avoiding some safety hazards. Third, residents hope to improve the development of daily sports activities, at present, people's quality of life has improved, so that residents have more time to enjoy life, in addition to playing mahjong and watching TV at home, many residents can't find other ways to entertainment ways. It is understood through interviews that residents have high participation in the daily physical activities of the community; it is generally believed that daily physical activities can not only enrich life, add fun, improve physical health, but also promote harmonious development. Through in-depth understanding of residents' demand for sports activities, according to specific needs, the sports department should take measures to provide residents with the sports public services needed, and lay the foundation for comprehensive improvement of sports public services.

5. CONCLUSION

With the improvement of the economic level, the comprehensive construction of a well-off society, sports public services have now been integrated into our lives, but chronic diseases are increasingly threatening people's physical health, physical exercise is well-deserved scientific and effective fitness way, it is the primary choice for residents to keep fit, as a result, residents' demand for community sports public services continues to increase. The government departments have conducted targeted supply according to residents' most urgent demands for sports public services, and have reached the goal of balance between supply and demand.

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