

Research on the Development Path of Community Sports Culture for the Aged in the Context of "Healthy Longjiang"

Ming Zi^{1,a}, Dongbing Liu^{1,b}

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

^aziming555@163.com, ^b451616482@qq.com

Abstract

Urban community plays an important role in the process of enriching elderly people's leisure cultures. This paper studies the function of sports culture in urban community under the background of "health longjiang" and offers suitable ways of developing urban community sports culture for the aged. It aims at promoting city community sports culture for the aged in HeiLongjiang as well as improving the sense of happiness of the elderly in community.

Keywords

Urban community; Community sports culture; the elderly; Development path.

1. INTRODUCTION

With the increasing aging of the population, the elderly care service industry is more and more concerned by the country and society. Currently, the demand of the community residents for sports culture in HeiLongjiang province is growing, but at present all sorts of sports cultural activity constructions for elderly in the community are carried out based on the heart health, physical health and brain health, therefore, it will become a new trend and new trend to combine the construction of sports culture with community service for the aged together. Community sports culture service for the aged refers to carrying out sports cultural activities within the scope of the community in order to satisfy the demands of mental and physical health of community elderly under the guidance of government or community services agency so that the elderly people can realize thought communication and emotional communication in the sports culture activities, also, the sports culture activities can be throughout the whole of the old age life.

2. THE ROLE OF COMMUNITY SPORTS CULTURE FOR THE AGED

2.1. To Satisfy the Spiritual Pursuit of the Elderly

Community sports culture for the elderly, a type of service mode for the aged people, which is established on the basis of satisfying the need of physical health, exchanging ideas with pleasure, emotional communication and showing off their personality, can make the old people's spiritual world get rid of the stale and take in the fresh and make the aged feel satisfied in interpersonal communication. By joining in the variety forms of sports club or association in the community, better sports culture entertainment environment can be cultivated. Therefore, under the relaxing and comfortable atmosphere in a variety of sports club, elderly people could make their life more fulfilling, reintegrate into the society and have a strong sense of belonging, thus they realize a happy life in the old age. As a very humanized way of providing service for the aged in industrial society, community sports culture can make each old person get

emotional support in the community. Therefore, the community sports culture can promote and maintain the participation of the aged in social life, so that the elderly find a sense of belonging in the community, get spiritual comfort, realize the spiritual world of the elderly "bring the old to new", maintain a positive attitude and vitality. Community sports culture for the aged, to some extent, makes up for the lack of spiritual comfort in the current service mode.

2.2. To Feel the Charm of Sports

Community sports culture can make the elderly familiar with and master the sports knowledge and sports skills with which they could not contact because of busy work. Due to the intense work and busy daily affairs, many older people have no time and energy to take part in sports activities. With the continuous growth of age, more and more attention is paid to personal health problems, and physical exercise is undoubtedly the best choice for them. After the elderly leave work, social status and family roles have undergone fundamental changes, which often produce a strong sense of psychological loss. Therefore, replacing the original roles with new roles and activities has become an urgent problem to be solved. Through a variety of sports culture activities, community groups can not only enrich their amateur life, but also help the elderly experience the joy of success in the process of competition, experience "achievement". Under the community sports culture atmosphere, the elderly people can still find new meaning in life, and harvest the most beautiful sunset, enjoy the happy life of old age, also they can touch the sports culture charm and find new life and the meaning of life.

3. WAYS TO DEVELOP COMMUNITY SPORTS CULTURE FOR THE AGED

3.1. To Strengthen Financial Input in Community Sports Public Services

As a part of the sports livelihood project, the government should increase the supply of community sports culture public service for the aged. From the experience of community sports public service supply at home and abroad, government finance plays a key role in promoting the development of community sports public service supply. In the past, the government often did not consider different age structure of the sports culture demand when providing sports culture service for residents. The "top-down" type of sports culture service supply often ignored the sports cultural needs of the elderly. Some elderly activity centers were often replaced by some mahjong rooms, part of the elderly activity centers only had undeserved reputation with no contents or simple activity contents, which was unable to meet the demands of old people for the sports culture. Heilongjiang provincial government departments should change their concepts and pay more attention to sports. The government can set up special funds from the finance to support the construction of community sports infrastructure, and mobilize social forces to gradually establish and improve the community sports culture service system, so as to effectively solve the problem of the elderly. Thus, the community sports culture service for the elderly has been steadily promoted. Community sports culture service can be once and for all to establish an activity home or activity center for the elderly, we should establish a community sports culture service system for the elderly, so that the community sports culture, from the policy to the supply, even the law and other aspects can be guaranteed.

3.2. Establishment of Community Sports Culture Service System for the Elderly

The establishment of the community sports culture system is the premise for the elderly to get the nearest, convenient, rich and high-quality sports culture services. The construction community sports culture system for the aged should be on the basis of extensive investigation, according to the basic situation of community and the actual needs of the community elderly. Taking maslow's demand level, community care and the new public management as the theoretical basis, community sports culture system should be build from the aspects of service elements, service type and the supervision and evaluation mechanism, as well as taking actual

demand, individual differences, and optimizing the allocation of resources as construction principle. The content of community sports culture should be more in line with the needs of community development and elderly groups. It is necessary to give full play to the role of community associations, and actively guide the elderly residents in the community to carry out physical and mental sports and cultural activities, such as fitness walking, tai chi, square dancing, etc., so that the community elderly can edify sentiment, strengthen the body, promote health, enrich life, and enhance the relationship between the community residents through a variety of sports activities. The elderly people should be cultivated the interests to participate in community activities, and obtain sports knowledge and skills, thus the quality of community sports culture service for the elderly can be improved.

3.3.To Improve the Comprehensive Quality of Community Sports Culture Service Providers

The object of community sports culture service is the elderly. For service personnel, although the demand for sports skills is not as professional as athletes, but higher comprehensive quality is required. First, community sports culture service personnel should have strong dedication and sense of responsibility, be willing to learn, work carefully and earnestly, and devote in community elderly service. Service providers can constantly improve their own comprehensive qualities, and continuously strengthen business training so as to provide better community sports culture service for the elderly. By studying relevant professional knowledge, service personnel could master professional sports skills suitable for the elderly, also they can improve the ability of organization and coordination, sports knowledge and teaching skills and basic communication skills. Through the communication with the elderly, they are able to help the aged people to understand "sports culture ", raise the elderly's interest and broaden the community sports culture service coverage. With that, the elderly will really benefit a lot from community sports culture service, and then take the community sports culture service site as their home for they could obtain physical health in relaxed and pleasant atmosphere and enrich their mental life. It is necessary to regularly organize the elderly to carry out various sports culture activities which are suitable for their own characteristics. It is important to constantly expand the channels and carriers of community sports culture for the elderly, through which the aged could obtain more happiness, knowledge and interest. Volunteer services are actively organized and necessary training is provided to the volunteers, so as to supplement the number of elderly people in the community sports culture and meet the needs of the aging population.

4. CONCLUSION

Community sports culture is an extension of family raising mode for the elderly, but also a new attempt to social mode. The elderly do not completely leave the family on the basis of good service system, aging problem is a social problem which can not be avoided by each country and individual. Taking sports culture as the carrier, strengthening community sports culture service conforms to the development of the times and the inherent requirement of humans, also it is an objective requirement to adapt to the aging population in our country. We cannot deny that it is the important factors to improve the quality of the community elderly living and the realistic requirement of strengthening the construction of socialist spiritual civilization. Therefore, community sports culture service for the aged will become an important way of service for the aged in China, which should be actively explored and developed.

ACKNOWLEDGEMENTS

Research on Scientific Construction of Community Sports Service for the Aged in the Context of "Healthy Heilongjiang" (Number: 19TYE317; Project supported by Heilongjiang Province)

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