

Research on Dilemma and Development Path of Urban Community Public Sports Service Construction

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ABSTRACT

With the improvement of people's living standards, people's pursuit of the quality of life is constantly improving, and the demand for community public sports services is also constantly improving. This paper studies the current construction of community public sports service through literature, mathematical statistics and logical analysis, and will further explore the construction status and development path of community public sports service. It is concluded that the development of community sports is faced with imperfect infrastructure, lack of professional social sports guidance talents, unsound community sports service management system and slow development process of networked sports services. It is suggested to increase the capital investment of community public sports services, establish a special social sports guidance personnel training system, strengthen the transformation management of community public sports services, and accelerate the development of community sports network services, in order to help the sustainable development of national fitness.

KEYWORDS

Community public sports service; Infrastructure; Dilemma

1 Introduction

In the context of the development of a nationwide fitness society, all urban communities must attach great importance to the management of the construction of public sports services, and adopt effective solutions in a timely manner in combination with various difficulties existing in public sports services. To ensure that it can cultivate and meet the needs of various sports service experience of community residents, realize the goal of strengthening sports exercise and entertainment of community residents, help residents optimize and improve their comprehensive physical quality and sports cognition, and promote the stable, sustainable and healthy development of harmonious community construction.

2 Difficulties Faced by Community Public Sports Services at Present

2.1 The Public Sports Infrastructure is not Sound

In order to meet the new needs of mass sports, The State Council issued the 14th Five-Year Plan for the Construction of Urban and Rural Community Service System, indicating the "hardware" elements such as venues, facilities, personnel, service objects and investment, and also clarifying the requirements for "software" facilities such as community service projects, activities, carriers and mechanisms. Now, from the actual situation, there are also some problems, including the imbalance

between the supply and demand of venue facilities resources, the lack of public welfare opening and the inadequate integration of resources, which seriously affect the improvement of the quality of community public sports services. In terms of infrastructure, there is an uneven distribution of high-quality infrastructure in each community, which is not conducive to the overall balanced development of community public sports services.

2.2 Lack of Professional Social Sports Guidance Talents

The high quality and high level of social sports guidance talents are one of the guarantee factors for the community to carry out sports activities effectively. Excellent community sports guidance talents can explain and impart some basic sports and fitness knowledge and skills to community residents, master scientific exercise methods, and organize rich and interesting sports and fitness programs, cultivate residents' good habits and interests in long-term participation in sports, and promote the healthy physical and mental development of residents. At present, the public sports service in the community has not yet formed a perfect sports guidance talent management system, sports guidance talent is seriously insufficient, the only sports instructors teaching guidance level is uneven, and the guidance of residents' physical fitness exercise is obviously insufficient.

2.3 Lack of Public Sports Service Supply Content

Due to the diversity of residents' demand for sports, meeting the residents' demand for sports upgrading has become the internal driving force for the high-quality and refined development of community public sports services. The existing community public sports service items are relatively simple, and the service subject fails to take the differentiated needs of community residents as the starting point in the process of optimizing the allocation of venues, facilities, organizations, activities and other resources for community public sports service, resulting in the mismatch between the supply of community public sports service and the diversified sports needs of residents.

2.4 The Public Sports Service Management System is not Perfect

In the vertical administrative system, the allocation of community public sports service resources is usually the responsibility of the administrative department, resulting in the market and community grass-roots vitality can not be effectively stimulated. The sports department is mainly responsible for providing specific community public sports services to residents. It is difficult for social and market entities to enter the field of community public sports services, resulting in weak coordination between the government and the market. In addition, from a micro point of view, although residents' committees, sub-district offices and other civil society organizations have been set up during the construction of the community public sports service organization system in China, these organizations have not yet had the authority to improve the management of community sports service, and the resource utilization rate of community public sports is low. Usually only community residents organize a variety of simple fitness exercises and sports activities, such as community dancing, badminton, volleyball and health tai chi.

3 Development Path of Community Public Sports Service

3.1 Increase the Investment in Community Public Sports Service Hardware Facilities

The improvement of the quality of community public sports is based on scientific and diversified sports infrastructure. However, existing old communities have limited public sports space, single

and aging infrastructure, and lack regular maintenance and equipment updates. Public places such as sports venues and parks near the community should be used or reformed, or fitness gyms and fitness equipment should be added within the community to improve the quality of public sports services in the community and the improvement of built-in equipment to meet the diversified needs of residents to participate in community sports activities. For new communities, scientific planning of public sports space, guided by the needs of community residents for sports services, adding sports facilities, improving the sports service organization system, opening up public sports service space, and realizing the scientific use of community public sports service hardware resources.

3.2 Establish a Professional Community Public Sports Service Talent Team

Community public sports facilities and equipment need special management, public sports service platform needs full-time personnel for professional guidance, and provide specialized community sports service consulting work, and supervise the implementation of the system of public sports community. Therefore, to improve the quality of community public sports service, it is necessary to establish a professional team of community public sports service talents. At present, the cultivation of professional talents requires the strong support of school-enterprise cooperation, and the reserve of public sports service talents should be strengthened. Community public sports service organizations, when hiring staff, should first consider the qualifications of social sports instructors or people with sports education experience, and carry out sports knowledge and skills training for staff to improve their guidance and organizational management ability in sports activities. In addition, we can also take the way of purchasing services to hire physical education teachers to provide sports skills guidance for community residents in their spare time.

3.3 Strengthen the Main Body of Community Public Sports Activities

First of all, a good mass base is the main body of community public sports activities. Therefore, a good atmosphere for sports participation should be created to promote benign exchanges and interactions among community residents and enhance the emotional relationship and familiarity among neighbors. Communities, developers and residential property organizations can organize sports activities with distinct themes through diversification of sports activities and combining with traditional Chinese festivals, such as competitive competitions. Fun games, family friendship and other types of main sports activities, the integration of sports into the activities, not only let the participants enjoy it, but also promote the emotional exchange of residents in the community, enhance familiarity, by creating a good sports atmosphere, build an emotional exchange platform, attract like-minded people, have the same interest in sports, and gradually form a spontaneous and voluntary body of sports activities. Secondly, community public sports space is the carrier of sports activities.

3.4 Strengthen the Transformation Management of Community Public Sports Services

The orderly development of community public sports services not only requires the legal protection of national laws and the policy inclination of relevant local government departments, but also the construction of a sound internal management system. There are certain sports risks in sports competition, and sports management departments should further improve the laws and regulations of community sports, make up for the legal gaps in policies, promote the management departments of sports institutes to have laws to follow, and build a community public sports service system with reasonable and legal organization structure.

3.5 Accelerate the Networking and Digital Construction of Community Sports

The development of community public sports service is inseparable from the integration of scientific and technological elements such as network and digital information. First of all, the use of information technology to improve community public sports services and management efficiency. The establishment of basic information and database of community residents, through intelligent classification, understand the situation of each community residents' families, and provide personalized guidance for community residents' fitness. In the promotion, guidance and inquiry of sports activities, it can realize intelligence, scientifically and effectively analyze residents' physical exercise situation, and residents can get more rapid and convenient opportunities to participate in sports activities, show the unique role of "Internet + sports", and finally realize the network development of community public sports services.

4 Conclusion

To sum up, the overall development of public sports services in China still has a large room for improvement, and the construction of hardware facilities and related service quality of sports services still need to be strengthened. Residents' demand for community public sports services is still large. Therefore, relevant departments should continue to increase capital investment to support community public sports services, improve sports infrastructure, actively absorb outstanding sports talents, improve community sports related laws and regulations, strengthen network and intelligent development, and realize resource sharing among communities.

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