

# *Research on the Status Quo of Community Sports under the Background of “Construction of Half an Hour Sports Life Circle”*

Wei Yang

*School Of Physical Education, Pingdingshan University, Pingdingshan, 467000, Henan, China*

**Keywords:** sports life circle community sports development countermeasure research

**Abstract:** With the increasing pace of life and work pressure, people do not have the time and energy to carry out necessary physical exercise, leading to the body gradually into sub-health, which has a serious impact on residents' life. In order to reduce these effects, in addition to improving the medical level, we should also carry out a wide range of community mass, rich and colorful sports activities, fundamentally improve people's physical quality, the construction of half an hour sports life circle in this background came into being. This paper analyzes a series of concepts of community sports in the half-hour sports life circle, takes the situation of the community residents participating in physical exercise in Shanghai as an example, and puts forward some countermeasures for the development of community sports under this background for reference.

## 1. Introduction

### (1) Sports life circle

Sports circle A form of life based on the circle of life. At present, there is no clear concept of sports life circle, and many studies have mentioned similar concepts. Scholars in the field of sports life circle, such as Lu Genghua, Li Jianguo, etc., have studied the spatio-temporal characteristics of citizens in sports life from the perspective of time geography, and put forward the corresponding daily, weekend and holiday sports life circle. The daily sports life circle means that residents walk for about 10 minutes at a normal speed within the scope of the community after going out. There are fitness spots, fitness courts and sports centers at about 500 meters, 800 meters and 1000 meters respectively. Weekend sports life circle refers to that it takes half an hour for citizens to get to the sports and fitness places in the urban areas by public transportation or by driving their cars, and it only takes one hour to get to the sports and fitness places in the suburbs. This life circle is mainly for sports and entertainment. Holiday sports life circle is mainly on vacation, citizens can enjoy 2-7 days of leisure life within the city limits.

### (2) Half an hour sports life circle

Half an hour sports life circle refers to the circle structure system of sports activities. It is a regional life circle that takes the sports facilities and natural environment of the district as the material basis to meet the needs of all community members to improve their health level and

consolidate community emotion. According to the characteristics of time, the life circle divided the time of daily sports life into three times a week, one half an hour; According to the characteristics of the space, the living circle refers to the distance of daily sports life in which citizens walk for half an hour in the central city (about 2800 meters -- 3000 meters) and ride for half an hour in the suburb (about 8,000 meters -- 10,000 meters). Among them, increasing facilities, innovative services and active participation are the most significant features.

### (3) Community sports

In the 1980s, after the political, economic and cultural development of Chinese cities reached a certain level, community sports began to rise. It is a kind of comprehensive product, with the community sports association appearing in the streets as the main symbol. The establishment of the first community service in Hedong District of Tianjin in 1989 made people pay more attention to the community sports planning. A large number of urban residents began to build community sports in the 1990s, which marked the beginning of the embryonic stage of community sports in China. In the relevant community sports work opinions issued in 1997, it is also proposed that all residents in the community should be guided by the sub-district office to make full use of the existing resources, take the physical health of all residents as the goal of carrying out sports activities, and effectively organize all residents in the community to carry out orderly sports activities. At this point, the development of community sports activities in China has entered a new stage. With the continuous enhancement of China's economic construction, the construction of community sports in various cities is in full swing, and shows a rising trend.

## **2. Countermeasures to Develop Community Sports under the Background of “Construction of Half an Hour Sports Life Circle”**

### (1) Increase the intensity of investment in sports funds

Explore more channels and sources of sports funds, such as helping relevant units to hold employees' physical education and getting sponsorship from enterprises; You can use the relevant knowledge lectures or activities to collect appropriate registration fees or membership fees; Obtaining relevant funds through its own business activities; Make use of the publicity and education of physical education to make the community members provide certain sponsorship for the community sports activities.

Do a good job of sports lottery sales, should not be reckless to expand the network, for those newly applied lottery sales network to raise the threshold of access, strengthen the management of the existing sales network, so that its sales ability to be improved; Efforts to expand the standardized, standardized and diversified sports lottery sales channels, the superior products further stronger and bigger, so that the lottery sales channels are governed according to law, so that its system is more perfect; Strengthen the construction and management of sales channels and star network; Do a good job in related business training, further improve the quality of marketing products, make the propaganda platform more optimized, and promote the healthy and stable development of sports sports.

### (2) Strengthen the management of community sports and fitness facilities

For the purpose of the construction of half an hour sports life circle, the reasonable layout of community fitness facilities is carried out. Organize the selection of excellent fitness facilities in districts and counties to build a more effective half-hour sports life circle; The sports industry, tourism and fitness facilities and other effective combination, actively absorb social forces to build fitness facilities, make its operation more market-oriented; The use of a variety of ways to implement effective organization and management, so that its existing site facilities to maximize the role of the use of the efficiency of the full play, for residents to provide more convenient conditions

for physical exercise. Such as in the school's sports field increase the radiating surface lighting engineering and separation engineering, can also open time in school organization volunteers for the guidance of sports equipment maintenance management accordingly, prolongs the time that the school open in the evening, still can make residents in exercise reduces the damage to the equipment, and to protect the security; The ability of public sports facilities to provide diversified services for complex groups in different time periods is improved. The community can regularly organize residents to those distant public stadiums and gymnasiums for physical exercise, so that the problem of remote places and lack of company can be reasonably solved. In addition, some promotional activities can be held for those sports venues that charge fees. If residents form a group to participate in physical exercise, a certain discount can be offered, which will attract residents who want to participate in physical exercise to a certain extent <sup>[1]</sup>.

### (3) Increase the pace of building the national fitness team

Relevant departments should make use of continuing education, job training, vocational qualification certification and other ways to build a full-time, high-quality team of national fitness cadres, so that these cadres can play a full role in leading the socialization process of national fitness. The physical education, civil affairs departments of various districts and counties should be based on the actual situation, unified arrangement of community sports work personnel to the various villages and towns, streets, such as carrying out regular work, make its can give full play to guide the important role of the national fitness, and in view of the community good instructor specified corresponding reward policy, to make it work in a more positive seriously; At all levels of sports administrative department should be to join the construction of community sports funds in the budget, the construction of sports social work team to provide certain support and encouragement, and integrate the existing resources, increase funding support to this system, it also should make great efforts to expand the folk capital, through the way such as contract management, purchasing service, make more diversified financing channels.

### (4) More efforts should be made to publicize sports information

Efforts should be made to improve the level of community sports information work, build a public platform to provide services for the national fitness, so that its internal management, external services, mutual communication between districts and counties can be realized, so that the work of community publicity of physical exercise is more perfect; Physical exercise information can not only be publicized through the Internet, news, books, newspapers and other forms, but also through the community posters, sports column and other ways, according to the different characteristics of the needs of the population, to provide the corresponding knowledge and skills of publicity, so as to attract their attention, and then pay more attention to the community physical exercise. For example, middle-aged and elderly people have relatively plenty of time, so they attach great importance to physical exercise. Therefore, they can hold some lectures on chronic diseases such as cerebral infarction, diabetes, hypertension and so on according to their most concerned physical conditions. For young people, the Internet can be used to publicize some physical exercise can shape the body or lose weight and other methods to attract their attention. In addition, efforts should be made to strengthen the construction of the sports information network service platform and gradually popularize the knowledge of online booking and promotion of fitness among residents.

### 5) Strengthening the development and service of mass sports organizations

Efforts should be made to strengthen the communication among sports associations, so that each district and county can achieve common development, and carry out extensive community sports interaction, so that the construction scale of sports associations can be further expanded; Strengthen the construction of government purchase services, and make detailed research on the solutions to the public services purchased by the Municipal Sports Bureau, which shall be undertaken by sports social organizations; The municipal, district and county sports associations should strengthen

supervision to strengthen their efforts in building sports hub organizations<sup>[2]</sup>.

### 3. Conclusion

With the development of the society and people's increasingly diversified demand for sports, sports return to public life and has become a trend, because the natural conditions and economic power between the regions have certain differences, community to “half an hour of sports life circle construction” as the background to carry out sports activities will have different problems, so relevant personnel should be according to the actual situation of community sports, take reasonable countermeasures to promote the development of community sports.

### References

- [1] Li Chen. *Evaluation Research on the Construction Effect of Public Sports Facilities in Shanghai* [J]. *Sports Research*, 2019
- [2] Que Zheng. *National Fitness: Let Citizens Enjoy the Beautiful Times* [J]. *Xinmin Weekly*, 2019