

Investigation and Research on Current Situation of Public Welfare Social Sports Instructors in Qiqihar City

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Abstract: As an organizer, instructor and disseminator of social sports, social sports instructors are an important type of talents in sports undertakings and sports industry in China. Their role has a significant impact on the further socialization, scientificization, industrialization and legalization of social sports, and directly affects the quality, depth and breadth of the development of social sports in China. As a big city in the north of China, Qiqihar has representative and directive development of public welfare social sports instructors. This paper analyzes the current situation of social sports instructors of public welfare in Qiqihar city by using the methods of documentation, mathematical statistics and investigation and interview. Results show that the lack of publicity, Qiqihar city social sports instructor shortage, sports professional knowledge level is low, the need to improve the system of Qiqihar city public welfare social sports instructor training, establish an effective training system, training content and the hours set reasonable, improve the training form, targeted and systematic training, improve the effectiveness of training.

1. Introduction

With the establishment of China's market economic system, people's living standards and population quality have improved, residents have more and more leisure time, and the number of people participating in sports and fitness activities has also increased. Physical exercise has become a part of the people's "scientific, healthy and civilized" lifestyle in Qiqihar City [1]. People's demand for physical fitness is becoming more and more urgent. The quantity and quality of social instructors directly affect the development of mass sports. The more reasonable their structure is, the more important it will be in national fitness [2]. Social sports instructors, as organizers, instructors and disseminators of social sports, exert a profound influence on the further socialization, scientificization, industrialization and legalization of social sports [3]. Social sports instructors can promote the all-round development of sports, enhance the health and well-being of citizens, relax their mood, improve the quality of life of the people, and accelerate the pace of building socialist spiritual civilization in China [4]. In the "Twelfth Five-Year Plan" of sports in Qiqihar City, clear regulations were also made on the fitness activities of the whole people, especially the construction and management of the instructors. To comprehensively improve the quality of this team and play its role, it is necessary to make an objective analysis of this team [5]. By investigating and studying the current situation of public welfare social sports instructors in Qiqihar City, we can further understand the current development status of public welfare social sports instructors, and provide scientific theoretical basis for the construction and development of public welfare social sports instructors in Qiqihar City.

The management of the social sports instructors in essence is the category of public administration, new public service theory to values such as justice, democracy, community and service spirit in work efficiency, productivity, such as values, advocating the rights of citizens, emphasizes the government responsibility, for the public welfare social sports instructor management mode innovation provides a direct theoretical basis and a new Angle of view [6]. At present, more and more people in Qiqihar often take part in morning and evening training training station activities, and their voice for scientific fitness guidance becomes stronger and stronger. Therefore, the public is more and more eager for social sports instructors who provide scientific fitness guidance, which provides an unprecedented opportunity for the development of social sports

[7]. Social sports instructors have played an important role in the national fitness work, and have made positive contributions to the improvement of the physical fitness of the citizens and the harmony and stability of the society [8]. It is necessary to grasp the development status and guidance status of public welfare social sports instructors in order to provide practical and feasible decision-making basis and implementation plan for the scientific development of social sports instructors' near-term and long-term planning [9]. Promoting social sports instructors to become an important human resource directly providing fitness services to the public, promoting the sustainable development of mass sports, and providing suggestions for the characteristics of social sports instructors in northern and cold regions and the needs of national fitness [10].

2. Materials and Methods

The management of the social sports instructors in China is under the leadership of the general administration of sport of China, by the administrative department for physical culture and sports management at all levels, street agency, sports club management, assist the sports department of government intervention force big, lead to the management of the social sports instructors lack of the participation of social forces and social work system, is not conducive to guide the work. In general, China's current social sports instructors management system is not perfect, relevant policies and regulations, management institutions are not sound. Therefore, it is necessary to establish and improve the corresponding management system to promote the role of social sports instructors. The age structure of social sports instructors can reflect the sustainable development potential of this group from one side. From the age survey of the public welfare social sports instructors in Qiqihar City (Table 1), 26.8% under 40 years old and 61.1% at 41-60 years old. Such a structure is likely to cause a gap and vacuum in the ranks of social sports talents, affecting the role of social sports instructors and the sustainable development of the team. We should increase publicity efforts, train more young social sports instructors, and optimize the age structure of social sports instructors.

Table 1 Age structure of public welfare social instructors in Qiqihar City

	Under 40 years old	41-60 years old	Over 60 years old
Number of people	53	121	24
Proportion	26.8%	61.1%	12.1%

Academic qualifications objectively reflect the total amount of knowledge a person possesses and represent the degree of individual education. Accumulation of knowledge is the basis of developing ability. Too little knowledge will inevitably restrict the development of ability. Through data analysis (Figure 1), we can see that Qiqihar public welfare social sports instructors have a large number of front-line instructors who love social sports guidance. They are the source of strength for the development of social sports instructors. The highly educated social sports instructors have a deeper understanding of the physiological mechanism and significance of exercise, and will express it more clearly and accurately in the explanation and demonstration, which is undoubtedly conducive to the guidance of social sports.

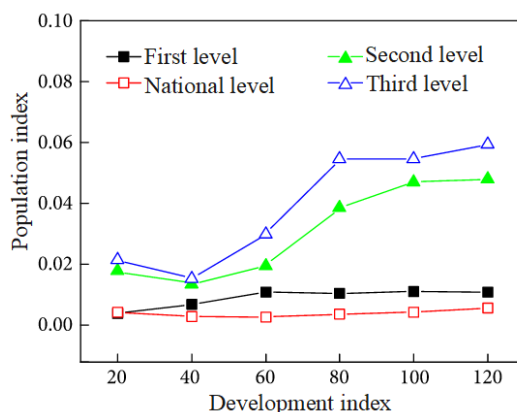


Fig.1. Diagram of the number of public welfare social sports instructors at all levels in Qiqihar City

At present, the number of in-service sports workers in the ranks of public welfare social sports instructors in Qiqihar City is lacking, and the number of retired people is mostly, that is, the elderly are mostly (Figure 2). To improve the quality of the public welfare sports coaching team and improve the overall quality of the team, we should focus on attracting the majority of people's teachers. In particular, the participation of physical education teachers, because they have a wealth of professional knowledge, skilled skills, excellent management and organizational skills, can better teach scientific fitness knowledge in the guidance work. Only with extensive knowledge and abundant knowledge reserve, can we adapt to the current and future development needs of national fitness movement.

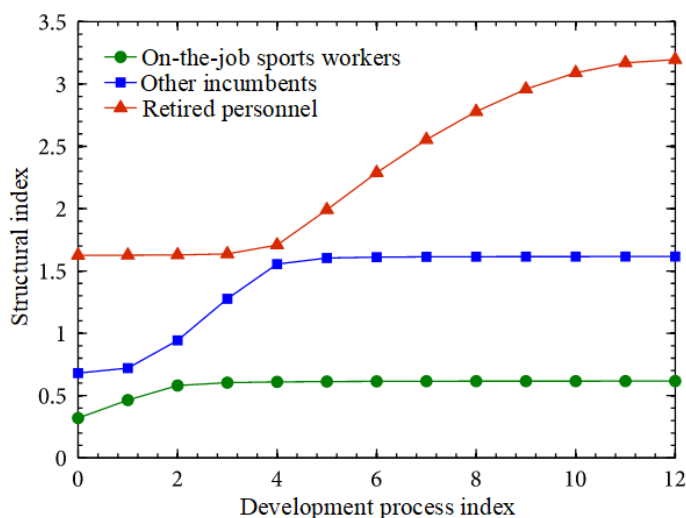


Fig.2. Basic professional situation of public welfare social sports instructors in Qiqihar City

Talents are the source of sustainable development of public welfare social sports instructors in Qiqihar City. The government should attach importance to the training of talents in this team, increase propaganda efforts, and attract more educated and qualified people to join the team of public welfare social sports instructors. For social sports instructors in college sports professional students, teachers, and other professionals have higher cultural quality of training and attention is not enough, do not implement the limited sports human resources, and the optimized allocation of education resources, and should intensify in the cultivation of social sports instructors in colleges and universities, encouraging students to take an active part in social sports work, make them become the main force and leader of the social sports instructors.

3. Results

There are many major sports colleges and universities in our country. They shoulder the arduous task of cultivating more high-quality talents for our country. Therefore, we should constantly improve the teaching level of sports, focusing on the combination of theory and practice. The growth of public welfare social sports instructors in Qiqihar City is relatively rapid, and a "pyramid" shape has initially formed. However, the number of social sports instructors at the national and international levels has been very small for many years. The second and third level social sports instructors have become the main force of national fitness, which reflects the popularization of the service functions of public welfare social sports instructors. It is suggested to increase the propaganda of social sports instructors in Qiqihar City and give play to its position and role in the national fitness. To mobilize the enthusiasm of community residents to participate in various physical fitness activities, to make community residents aware of the importance of physical exercise and scientific principles, to master the content and specific methods of physical fitness, and to improve the scientific nature of community residents' physical fitness.

Whether the training content is set properly or not directly affects the quality of social sports instructor training. Improve the training system and training style, and improve the training content

and course structure. The knowledge source, guidance content, and guidance objects of the public welfare social sports instructors in Qiqihar City are different, and the value orientation of the training content should be different. Because the age of social sports instructor, record of formal schooling, sports experience each has different, the characteristic that instructs project, each fitness point is each different, so, the content that is being trained, structure and attend class form are perfected ceaselessly. Social sports instructors engaged in public welfare at all levels have a special need for the knowledge of skills. In the process of guiding work, the knowledge of skills is particularly important for social sports instructors. As a social sports instructor engaged in public welfare, the professional skill level directly affects the effect of their guiding work. The government can promote mass sports and fitness through various media and increase the investment in mass sports and fitness. Sports administrative departments should speed up the construction of information network of social sports instructors, make full and reasonable use of social sports instructors resources, and improve the role of social sports instructors. The application of network technology in the training of social sports instructors can not only meet the expectations of trainers, but also provide a learning platform for trainees and even sports enthusiasts of the whole society. Establish an effective incentive mechanism for social sports instructors for public welfare, actively promote the professionalization process of social sports instructors for public welfare, and promote the sustainable and harmonious development of social sports instructors for public welfare in Qiqihar.

According to the actual environment of Qiqihar City and the needs of the broad masses of the people, we will formulate scientific social sports systems and policies to ensure the sound operation of social sports. Encourage social sports instructors, physical education teachers, and excellent athletes to participate in voluntary service, actively carry out national fitness volunteer service activities, teach fitness skills, hold fitness lectures, popularize fitness knowledge, life health knowledge, diet health, and sports mental health services. To carry out the work of social sports instructors, we must have basic economic support. Especially in the work of public welfare social sports instructors, the government should take the initiative to invest in the purchase of public service products. We should also raise funds for the work of social sports instructors through various channels, and encourage social support and donations. Accelerate the construction of social sports instructor organization and management system. Increase investment in the construction of social sports instructors, and strengthen the organization and management of social sports instructors. Mobilize the enthusiasm of social sports instructors, give full play to the role of sports instructors, and give necessary guidance in the organization, methods and theory of exercise.

4. Conclusion

Social sports instructors are "propagandists of national fitness, instructors of scientific fitness, organizers of mass activities, maintainers of sports venues and leaders of healthy lifestyle". At present, the total number of public welfare social sports instructors in Qiqihar can meet the requirements of guiding mass sports activities, but there are many deficiencies. In the subjective dimension, what kind of operation mode and what kind of management mechanism can make the participants integrate with the management objective system of social sports guidance, internalize the ethical responsibility of social sports guidance, and make the social sports guidance and management system truly become a universal cooperation system. It is recommended to promote the development of public welfare social sports instructor industry associations, give full play to the role of sports instructor associations, and use the powerful forces of society to promote the sustainable and harmonious development of public welfare social sports instructors in Qiqihar City. Optimize the team structure of public welfare social sports instructors and promote the sustainable and harmonious development of public welfare social sports instructors in Qiqihar City.

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