

Research on the Predicament and Countermeasures of the Development of Mass Sports and Sports Co-service in China

Feng'e Su^{1*}, Rui Zhao²

¹ Physical Education College, Shanxi Vocational University of Engineering Science and Technology, Taiyuan, Shanxi, 030032, China

² Shanxi Taiyuan No.1 Senior High School, Taiyuan, Shanxi, 030032, China

Keywords: Mass sports events; Sports co service development; Difficulties; Countermeasure

Abstract: With the construction of a well-off society in an all-round way in China, the contradiction between the people's growing demand for sports and the supply of sports public services has become increasingly prominent. How to deepen the reform of sports public service system has become the need and embodiment of building a well-off society in an all-round way in the field of sports. Under the background of sports power, China's mass sports cause needs to be improved urgently. Outside the government, one of the important ways to find new power is to develop and absorb various sports non-profit organizations to participate in the supply and management of sports public services in China. In the process of sports development, we can learn from the development models of other countries on the basis of China's basic national conditions. Only in this way can we promote the rapid development of the whole sports cause. Increase public financial investment in mass sports, optimize the allocation of public sports resources, and build a public service system for mass sports covering urban and rural areas and the eastern and central regions. This is not only the institutional guarantee for improving the physique of the whole nation and forming a relatively perfect national fitness system, but also the coordinated development of mass sports and social undertakings.

1. Introduction

Sports public service is an important way to realize citizens' basic sports rights, which is related to citizens' basic sports quality, quality of life, survival ability, and mental state, and ultimately affects the development of a region or country. China's High-performance sport have clearly shown the advantages of a High-performance sport power in international sports events, and also highlighted the characteristics of a High-performance sport power in some sports events. This provides an important basis for further deepening the reform of sports public services in China. With the comprehensive construction of a moderately prosperous society in China, the contradiction between the growing demand for sports among the people and the supply of sports public services is becoming increasingly prominent. How to deepen the reform of the sports public service system has become a necessity and manifestation of building a moderately prosperous society in the field of sports. Against the backdrop of a strong sports country, China's mass sports cause urgently needs to be improved. Developing mass sports is the key to building a moderately prosperous society in an all-round way and the key to raising the awareness of national sports education. However, from the current situation of the development of mass sports in China, the development speed of mass sports is far from that of High-performance sport[1]. Through institutional reform and functional transformation, streamlining administration and delegating power to society, delegating or expanding power to society, freeing up greater space for society, mobilizing and organizing people to manage state and social affairs in accordance with the law, and enabling people to achieve self-management, self-service, and participation in social affairs management through social organizations in accordance with the law [2-3]. Due to the constraints of its development status, material foundation, sports culture and other objective conditions, the national physique, especially the student physique, has been declining year by year. The overall development level of mass sports

is low, regional development is unbalanced, and the overall development is not comprehensive. One of the important ways to find new forces outside the government is to develop and absorb various sports non-profit organizations to participate in the supply and management of sports public services in China. In the process of sports development, we can learn from and refer to the development models of other countries based on the basic national conditions of our country. Only in this way can we promote the rapid development of the entire sports industry.

2. The Dilemma Faced by the Development of Mass and Sports Co-service in China

2.1. Lack of sports venues and facilities and fitness guidance

At present, the construction of mass sports facilities in China is seriously backward, especially in villages and towns. The number of gymnasiums is very small, so it is still a difficult problem for the masses to keep fit and develop sports. At present, there are some institutional obstacles such as imbalance between supply and demand and administrative monopoly of resources under the premise of serious shortage of total supply of sports public services in China. It is obviously difficult for the government to undertake sports public services alone to meet the people's growing demand for sports public services to the greatest extent[4]. The overall level of mass sports in China is at a low level of development, the number of sports participants is small and the quality is low, and the material guarantee of sports venues and facilities and the spiritual guarantee of sports culture are lacking [5]. Sports venues and facilities are important infrastructure for the development of mass sports. Since the founding of the People's Republic of China, although the construction of sports facilities in China has made great progress, compared with the rapidly growing population, the number of sports facilities in China is far from meeting the needs of the people for exercise. It is an indisputable fact that sports venues and facilities are lacking. However, at present, the utilization rate, distribution pattern, venue affiliation and venue type of sports venues in China are also seriously unreasonable. The number and proportion of sports venues owned by different departments are shown in Table 1.

Table 1 Number and proportion of Sports venue owned by different departments

Department	Sports system	Education system	Railway system	Other systems
Number of venues	25486	6215836	20145	4265325
Proportion	1.5	59.1	0.9	38.5

The prominent factor for urban and rural residents not participating in physical exercise is the lack of venue facilities. Even residents who frequently participate in exercise also encounter interference from factors such as a lack of venue facilities. In addition, one-third of urban and rural residents have received fitness guidance when participating in physical exercise, but the proportion of those who have received guidance from social instructors is relatively low, only about 4%[6].

2.2. The development of mass sports in urban and rural areas and regions is unbalanced

Urban residents are 2.6 times as many as rural residents, and with the increase of age, the proportion of urban residents who "exercise regularly" shows an obvious upward trend, while rural residents remain basically unchanged. Thirdly, the facilities of urban and rural sports venues are unbalanced. Urban and rural mass sports as a whole has an important strategic position in the development of sports in China, and its development level is directly related to the overall situation of the national physical health level and the improvement of the national fitness system, and will ultimately affect the overall situation of the development of a sports power [7-8]. However, the development of mass sports in urban and rural areas in China is very uneven, and the development of farmers' sports obviously lags behind that of citizens' sports. In 2007, the survey bulletin of China urban and rural residents' participation in physical exercise showed that the proportion of urban and rural residents participating in physical exercise was 24.1 percentage points higher than that of rural residents, with a significant difference, and it increased with age.

With the progress of society, the improvement of productivity and the change of people's

lifestyle, a series of "civilization diseases" and "science and technology diseases" have appeared one after another, which has brought great pressure to people's psychology and body. Only when people have a healthy body can they enjoy a high-quality life in modern civilized society, so sports has become an indispensable part of people's lives [9]. The western region is dominated by traditional national sports, and the eastern sports culture is influenced by modern sports culture. Due to the promotion of economic factors and the rapid and convenient information transportation, the eastern sports culture in China shows the characteristics of modern sports culture and accepts the concept and value appeal of modern sports [10].

3. Strategies for the Development of Shared Services in Chinese Mass Sports

3.1. Enrich mass sports and exercise facilities from multiple perspectives

Due to the decreasing investment of the country year by year, and the development prospects of the national sports lottery are not very optimistic. Therefore, diversification of investment in sports construction should be achieved. The existing Sports venue and facilities should be fully and rationally utilized, breaking the fragmentation of sports facilities in China, and opening the existing public Sports venue and facilities, especially those in the education system that account for more than 55% and large stadiums and gymnasiums should be open to the surrounding people. Therefore, we can rely on the development of a market economy, continuously absorb social funds, expand investment channels, and create a good environment and space for sports investment. Ensure equal opportunities for competition. This article will enrich the measures for mass physical exercise from multiple perspectives, as shown in Figure 1.

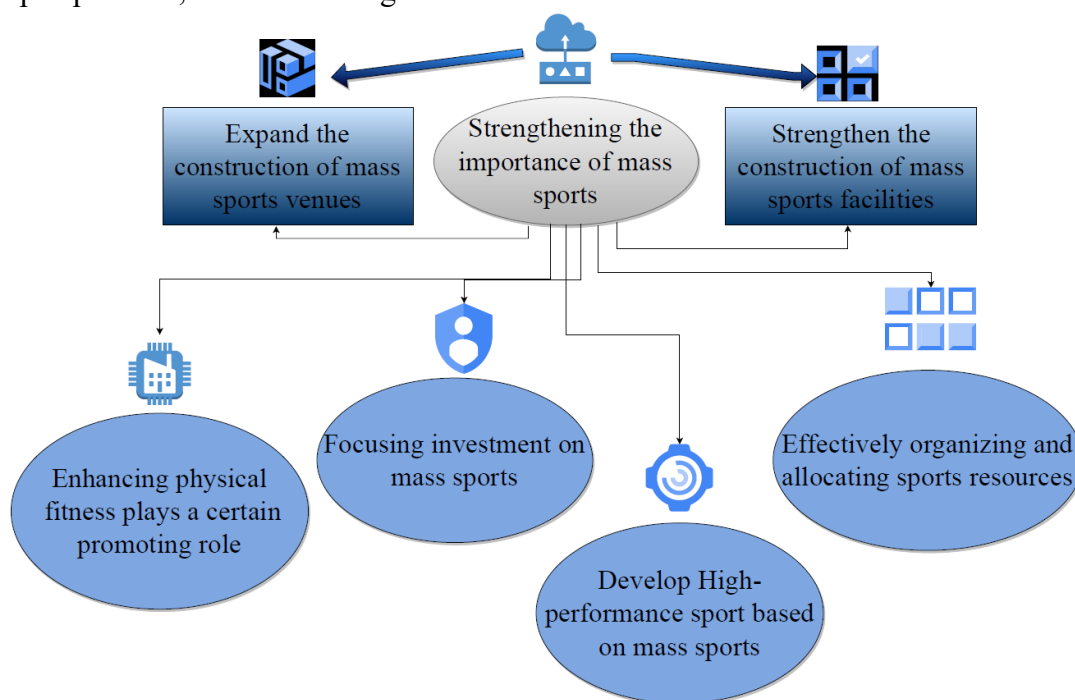


Figure 1 Measures to Enrich Mass Physical Exercise

Give support and preferential treatment in policy, and the hematopoiesis function is to coordinate the balanced development of mass sports in urban and rural areas and the eastern, central and western regions. The main direction of guiding social forces to develop mass sports should be rural areas and central regions. In this process, the government can give appropriate support to enterprises and individuals involved in the development of mass sports through some economic means, such as preferential policies in taxation and credit.

3.2. Strengthen the infrastructure construction of rural sports

Macro-control the differences between urban and rural areas and between eastern and western

regions, and use the visible hand of the government to develop mass sports. The reform of marketization trend makes the economic operation mode change from planned economy with centralized decision-making to market economy with decentralized decision-making, and the main body of market economy takes benefit as the standard to measure all market economic behaviors. The pace of small town construction is accelerating, so we should adopt the policy of focusing on promotion and gradient development. First, we should do a good job in the demonstration of sports construction in counties and towns to promote the sports development in other towns and villages. Then do a good job in the sports construction of several central towns in each county to promote the sports development of ordinary towns; After the sports construction in general towns has reached a certain scale and level, new towns, townships and villages will be promoted, thus gradually expanding and constantly improving the sports level in rural areas.[11]

In view of the current lack of resources in social organizations, one is to find the intersection of interests with the government and take the initiative to undertake the government's public service projects in order to obtain the government's support in terms of policies and funds; The second is to closely link public welfare with service, cultivate social public welfare culture, establish a good social image and service brand, and raise more funds and recruit volunteers by getting more attention from the society. Increase public financial investment in mass sports, optimize the allocation of public sports resources, and build a public service system for mass sports covering urban and rural areas and the eastern and central regions. This is not only the institutional guarantee for improving the physique of the whole nation and forming a relatively perfect national fitness system, but also the coordinated development of mass sports and social undertakings.[12]

3.3. Accelerate the development of traditional ethnic sports

Actively developing the sports industry in ethnic minority areas is an indispensable and important content in the future social development and national sports development of ethnic minority areas. With the continuous improvement of residents' living standards, the demand for community sports services is constantly diversified, and the quantity, types, and quality of community sports public services should be determined by residents themselves. This requires social organizations to change the traditional top-down decision-making mechanism when participating in community sports public services, take residents' satisfaction with the service as the fundamental standard, strengthen communication and dialogue with residents, and improve service responsiveness. With the improvement of people's cultural perspective, there have been tremendous changes in the methods and means of fitness, and higher requirements have been placed on the level of sports skills and tactics. Therefore, on the basis of ensuring compliance with national professional standards, strengthening the project-based and specialized training of social sports instructors has also become an important human element for the scientific development of mass sports.

On the basis of the original mass sports census and monitoring data, the scientific and technological achievements of the Olympic Games will be popularized and applied, from the arena to the fitness arena, to carry out research on the key technologies of youth physique, national physique and sports to promote health, so that ordinary people and "gold medal players" can share the achievements of sports science and technology. We should seize the favorable opportunity of the country's implementation of the Western Development Strategy, accelerate the development of sports in ethnic minority areas, gradually narrow the gap in sports between ethnic minority areas and other regions, promote the common prosperity of sports among all ethnic groups, and improve the overall development scale and level of China's sports industry.

4. Conclusions

Mass sports is related to the enhancement of people's physique, the improvement of health level and the improvement of quality of life, and it is one of the important symbols of civilization, health and science in modern society. From the perspective of promoting the sustainable scientific development of sports in China, mass sports, as an important part of sports, has played an important

role. This paper further analyzes the dilemma and countermeasures of the development of mass sports and sports common service in China. Because social organizations can maintain a relative balance between fairness and efficiency, in the government's public service projects, social organizations can provide services instead of the government through implementation. In their own public service projects, social organizations can let market organizations provide services through entrustment. Further deepen the reform of sports management system, and constantly improve the autonomy of sports non-profit organizations, so that they can represent the interests of the public in the supply of sports public services, truly become an independent subject in sports public service management, and play their due role. We should pay more attention to the development of group undertakings, and effectively guarantee them in terms of policies, funds, manpower, venues and organizations, so as to improve the physical quality and quality of life of the whole nation and meet the increasingly prominent needs of the people for sports, leisure, entertainment, physical and mental health and individual all-round development.

References

- [1] Biao Z, Yanyan Li. Study on Difficulties and Countermeasures of Mass Sports Events Development [J]. Hubei Sports Science, 2022, 11(7):20-34.
- [2] Pogoda M, Ws-Gubaa J. Ensuring the Security of Participants in Mass Sports Events by Monitoring Their Behaviour and Identifying Them on the Basis of Photographic and Video Material [J]. Kultura Bezpieczeństwa Nauka – Praktyka - Refleksje, 2020, 37(37):67-82.
- [3] Zhang R. The generalized dice similarity measures for evaluating the development level of the mass sports culture organization with 2-tuple linguistic information[J]. Journal of intelligent & fuzzy systems: Applications in Engineering and Technology, 2019, 37(21):51-60.
- [4] Yakun W, Chuanxi Wu. Study on the Outsourcing of Mass Sports Events in China[J]. Sports Culture Guide, 2022, 41(12):36-57.
- [5] Guang Y, Shangjie N, Songyang Li. The Difficulties and Optimization Strategies on Mass Sports Events in China [J]. Sports Culture Guide, 2022, 46(12):50-61.
- [6] You Z, Mingping Li. Development Dilemma and Reform Strategy of Large-Scale Mass Sports Events in China in the New Era[J]. Sports Research and Education, 2022, 46(20):33-41.
- [7] Qinghui W, Yong Hu. The Dilemma and Way Out of the Supply Side of Mass Sports Development under the Perspective of Changing the Principal Contradictions in Chinese Society [J]. Fujian Sports Science and Technology, 2019, 24(15):41-52.
- [8] Xiaolong L, Taibo L. National traditional sports development present situation and countermeasure research in An Hui province[J]. Journal of Chuzhou University, 2022, 20(11):16-33.
- [9] Qian Fang. State Council: Strengthen the Construction of Public Fitness Venues and Facilities to Develop Mass Sports [J]. China City Planning Review, 2020, 29(04):6-16.
- [10] Taoyu W, Yanchao Li. Analysis on the Operation System and Development Strategy of Mass Sports Events Based on AGIL Model[J]. Zhejiang Sport Science, 2019, 22(10):36-45.
- [11] Jian F. From the Management to the Governance of Mass Sports Events: Incentives, Logic and Route[J]. Journal of Xi'an Physical Education University, 2018, 5(4):12-20.
- [12] Chenglong Li, Hongjun Z, Yue H. The Predicament and Countermeasure of Sports Work in College in New Era[J]. China School Physical Education(Higher Education), 2018, 12(5):16-35.